Resident Travel in British Columbia

A Survey of Residents Travelling in British Columbia

Prepared for
Ministry of Development, Trade and Tourism

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March 1991

91-06972/

Preface

This report contains information produced from telephone interviews of B.C. Residents between March, 1989 and February, 1990. It is the first attempt to gather monthly information from B.C. Residents about their previous month's travel activity, their future travel intentions and detailed trip activities and expenditures. The project has made use of a different methodology and some different travel definitions than has been used in the past, particularly with the Canadian Travel Survey. Consequently, the results of this project are not directly comparable with other work. Comparisons with other studies have been made where appropriate in the report and the reader should consult the Research and Information Management Branch and the relevant sections in this report on methodological issues prior to further analysis.

While the information contained in this report is considered to be the best available, given methodological constraints, the Ministry of Development, Trade and Tourism is not responsible for any conclusions or decisions of the reader based on the data and analysis in this report.

Canadian Cataloguing in Publication Data
Main entry under title:
Resident travel in British Columbia

ISBN 0-7726-1377-X

1. Tourist trade - British Columbia. 2. Travelers - British Columbia. I. Marktrend Marketing Research Inc. II. Tourism Research Group. III. British Columbia. Ministry of Development, Trade and Tourism.

G155.C3R47 1991 338.4'791711044 C91-092226-8

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1. INTRODUCTION

Nature of the Industry

The travel industry, also described as the tourism industry, is diverse, involving thousands of independent businesses and dozens of associations and public agencies. Their common objective is to cater to the needs and wants of the travelling public.

The travel industry is comprised of several sectors such as accommodation, food and beverage services, transportation, outdoor recreation and adventure, attractions and events, the travel trade (tour wholesalers and retail travel agents) and a number of service companies and agencies which serve the travel industry.

Businesses within each of these sectors range from small family enterprises to large national and international corporations. Though few in number, the latter dominate the industry as far as investment and revenue are concerned.

Government agencies at all levels are also involved in the travel industry. Not only do they promote and regulate many aspects of the industry, but they own and manage many of the resources upon which it depends. These include highways, ferries, parks, museums and natural resources.

The involvement of these travel industry sectors within the tourism industry varies, ranging from high (accommodation) to relatively low (food services). This fact, as well as the number and diversity of businesses involved, results in the diffuse nature of the travel industry and makes it difficult and expensive to compile accurate statistics on the relative contribution of tourism to provincial and national economies.

The economic impact of tourism can be measured in two ways: by measuring the volume and nature of **demand**, i.e., by asking consumers how and where they travelled, what they did and how much they spent, or by measuring **supply**, by asking suppliers of tourism-related products and services how much business they did and how much was consumed by visitors to the province as opposed to resident travellers. This report summarizes the results of a province-wide demand survey that measured the size and characteristics of travel undertaken by British Columbia's adult residents.

Non-residents who visit British Columbia for both pleasure and business are the subject of another major study published by the Ministry of Tourism titled: *Visitor '89*. This report on resident travel forms, therefore, only part of the picture describing the source of travel to and within British Columbia.

In addition to making the distinction between resident and non-resident travel, it is common to define travel and tourism as involving trips of more than one night away from home. Persons making day-trips to British Columbia that were more than 50km in length are described as excursionists.

Readers should note that all overnight travel is counted regardless of purpose. Many persons travelling on business or for personal reasons also tend to participate in activities and consume services similar to tourists whose trip purpose is exclusively leisure/pleasure-related. Business-related travel accounts for 23% of all resident travel and 17% of visitor travel.

Study Scope and Objectives

The Resident Travel Survey took place between March 1989 and February 1990 and was designed to produce data about the travel patterns of adults residing in British Columbia that would complement the information obtained in *Visitor '89*. The data will be used in provincial tourism marketing and development planning and can also be used by suppliers of tourism goods and services in the private sector. Specific survey objectives were:

- to determine resident traveller characteristics in terms of propensity to travel, frequency of travel, destination, purpose and mode;
- to determine resident travel expenditures by travel sector and region;
- to determine resident activities, likes and dislikes;
- to identify when and how residents plan for their trips and the sources of information they use.

Methodology

The data concerning resident travel patterns was obtained as follows:

1. Between the months of March 1989 and February 1990, a total of 14,825 screener telephone interviews were completed with a sample of adults aged 18 and over and resident in British Columbia. On average, approximately 1,100 interviews were held each month. The sample was stratified by Economic Development Regions to ensure all parts of the Province were proportionately represented.

2. The telephone interview was based on the "Screener" questionnaire reproduced in Appendix A. The primary purpose of the screener interview was to recruit persons to complete a detailed travel diary for their next trip either inside or outside the Province. At the same time, base information regarding the travel volume and patterns of the resident population as a whole was obtained.

   Telephone interviewing was completed between the hours of 3:30pm and 9:30pm during week days; on Saturday from 10:00am to 5:00pm and on Sundays from 11:00am until 5:00pm. Interviews were completed between the first day of the month and the 15th day of the month, with compensation for statutory holidays.

3. Once telephone contact was made with a household, the individual with the next birthday was selected for interview and, if available, an interview was undertaken. If the qualified respondent was not available, then up to three callbacks were made to schedule a completed interview.

By the conclusion of the survey, a total of 14,825 screener questionnaires were completed. Of this total, 6,720 respondents had made at least one overnight trip in the month prior to the interview and provided information about their most recent trip.

Analysis of the screener questionnaires identified elements of response bias which were addressed by the application of a series of weighting factors to ensure that the sample matched the age and sex distribution of each economic region.

4. Over the course of the year, 7,884 residents agreed to take a diary on their next trip but only 1,500 residents completed and returned a travel diary. 1,046 diaries related to trips for which the main destination was within British Columbia and 454 diaries related to travel outside the Province. While the number of completed diaries proved to be lower than expected or desired, the sample size is still sufficiently large to provide an accurate picture of domestic travel for the province as a whole. Sample sizes were not sufficient, however, to produce detailed regional information from the diaries. The amount of response bias in the diary sample was low as discussed in Chapter 4.

5. The volume of travel by destination and purpose was calculated each month based on propensity of the sample to travel and the frequency of trips taken. Travel volumes were calculated by applying frequency and propensity volumes to the adult population of each region. The spreadsheet for these calculations is reproduced in Appendix B. The adjustment factor takes into account the potential for double counting that might occur when respondents start a trip in one month and end it in another. The diaries provided an indication of the proportion of trips that fell into this category and it was found to be less than 1% overall.

2. THE RESIDENT OVERNIGHT TRAVEL MARKET

How Big is the Travel Market as a Whole?

The market for travel generated by British Columbians is substantial. In 1989, residents spent a total of $6.608 billion on 22.354 million overnight trips taken both inside and outside the Province. This total is equivalent to 9.6 trips per adult, per year and an average yearly expenditure of $2,863 per adult. Note: these expenditures include expenditures made by adults on any children travelling with them.

In addition, B.C. Residents made a total of 32.692 million excursion trips, that is trips away from their normal place of residence which involved travel of 50 kilometres or more but which did not involve an overnight stay. Expenditure on these excursion trips totalled $1.586 billion in 1989. More detailed information on the origin, destination and characteristics of the excursion travel market is presented in Chapter 7. All other chapters of this report refer to travel involving overnight stays.

How Important are Residents to the B.C. Travel Industry?

Table 1 compares the characteristics of the resident travel market with those identified for non-resident visitors to the Province and described in the report titled, *Visitor '89*. Resident travel accounts for 67% of the total volume of overnight travel but only 52% of revenue generated. This is because visitors tend to spend more per capita and to make longer trips in the province than do resident travellers. Readers wishing detailed information on the characteristics of visitors to the province are referred to the Ministry of Tourism publication, *Visitor '89*.

TABLE 1

TOURISM VOLUME AND VALUE IN BRITISH COLUMBIA:
Resident and Visitor Markets

	RESIDENTS IN B.C.	VISITORS TO B.C.	TOTAL
Number of Party-Trips (million)	5.90	3.09	8.99
Party-Nights (million)	21.20	18.00	39.20
Party-Size (persons)	2.62	2.47	2.58
Person-Trips (million)	15.61	7.63	23.24
Person-Nights (million)	57.80	43.70	101.50
Length of Trip in B.C. (nights)	3.70	5.83	4.36
Expenditure per Person-Day	$45.35	$54.90	49.28
Gross Expenditures (billion)	$2.62	$2.40	$5.02

Exhibit 1: Monthly Variations in Propensity to Travel

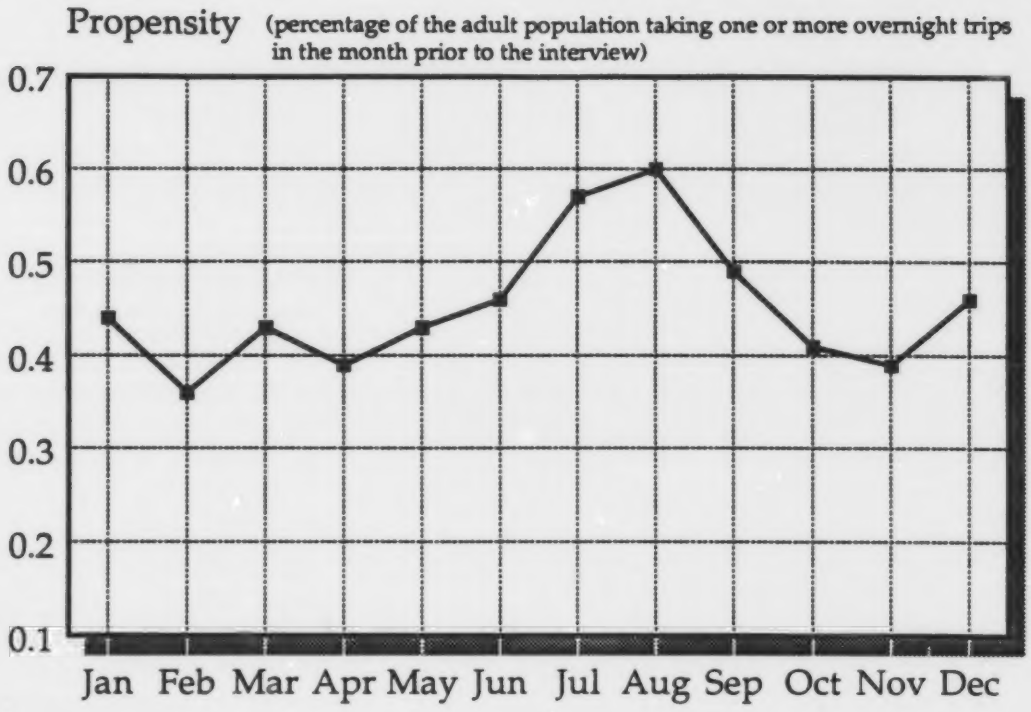

Propensity (percentage of the adult population taking one or more overnight trips in the month prior to the interview)
0.7
0.6
0.5
0.4
0.3
0.2
0.1
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Exhibit 2: Monthly Variations in Trip Frequency

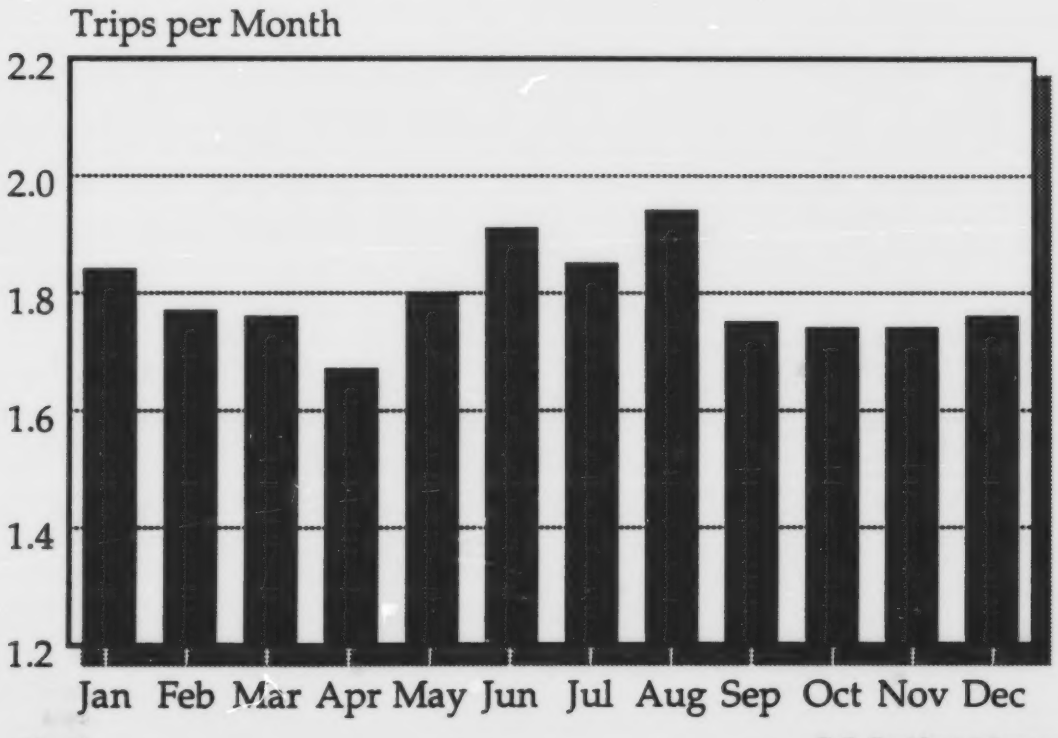


TABLE 2

PROPENSITY TO TRAVEL AND FREQUENCY OF TRAVEL, JAN–DEC 1989

	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec
Percentage of adult population taking an overnight trip	0.44	0.36	0.43	0.39	0.43	0.46	0.57	0.6	0.49	0.41	0.39	0.46
Average Number of Trips Per Month	1.84	1.77	1.76	1.67	1.8	1.91	1.85	1.94	1.75	1.74	1.74	1.76

TABLE 3

VARIATIONS IN PROPENSITY TO TRAVEL BY SEASON AND ORIGIN
(Proportion of Adults Taking an Overnight Trip in Previous Month)

ORIGIN	SPRING %	SUMMER %	FALL %	WINTER %	YEAR TOTAL
Vancouver Island	44	47	52	42	46
Southwest B.C.	37	51	48	41	44
Okanagan-Similkameen	44	46	55	44	48
Kootenay Country	50	54	64	48	55
High Country	49	57	43	47	48
Cariboo-Chilcotin	50	64	60	41	51
North by Northwest	47	52	49	40	45
Peace River	51	57	51	21	46
Rocky Mountain	54	69	60	37	50

TABLE 4

VARIATIONS IN TRIP FREQUENCY BY SEASON AND ORIGIN
(Average Number of Trips Taken Per Month)

ORIGIN	SPRING Apr/May/Jun	SUMMER Jul/Aug	FALL Sep/Oct/Nov	WINTER Dec–Mar	YEAR TOTAL
Vancouver Island	1.76	2.0	1.91	1.71	1.82
Southwest B.C.	1.75	1.81	1.78	1.81	1.79
Okanagan-Similkameen	1.76	1.85	1.88	1.48	1.82
Kootenay Country	1.98	2.29	1.88	1.48	1.88
High Country	1.69	1.86	1.75	1.96	1.80
Caribou-Chilcotin	1.71	1.58	1.90	1.76	1.79
North by Northwest	1.86	1.90	1.80	1.64	1.75
Peace River	1.58	1.80	1.98	2.08	1.85
Rocky Mountain	1.70	2.15	1.83	1.65	1.80

When Do British Columbians Travel?

A relatively small proportion of the adult population are overnight travellers. The proportion of adult British Columbians travelling in any given month varies from a low of 36% in February to a high of 60% in August. Over the course of the year, the average propensity to travel is 45%. In other words, on average 45% of the adult population made at least one overnight trip away from home each month. Exhibit 1 shows variations in propensity to travel on a monthly basis.

The volume of travel in any given month is a function of the propensity to travel (i.e. the proportion of adults taking a trip) combined with their average number of trips. Exhibit 2 shows that there is relatively little seasonal variation in the average number of trips taken—the peak period is again August when British Columbian travellers took an average of 1.94 trips a month and the least active month was April when travellers averaged 1.67 trips per month.

The frequency of business trips appears to vary more from month to month than trips taken for pleasure. The frequency of business travel peaks in January and February when an average of .63 and .59 business trips per person were made compared to July and August when only .27 and .26 business trips per person were undertaken.

The impact of these factors on the overall volume of travel is illustrated in Exhibit 3, 4 and 5. A possibly surprising result is the relatively low volume of travel in April. This situation may reflect British Columbians preoccupation with income tax returns and annual car insurance payments combined with the timing of Easter. In 1989, Easter occured in March. The graphs show how seasonal patterns of travel vary according to purpose of trip and destination (trips made within B.C. compared to trips made to destinations outside the province). Travel within British Columbia is more peaked than travel outside the province.

What is the Source of the Resident Travel Market?

Propensity to travel varies significantly according to the region of origin. Tables 3 and 4 show that residents of the Kootenay, Cariboo-Chilcotin and Rocky Mountain regions appear to show the most propensity to take overnight trips(55%, 51% and 50% of their populations had taken a trip in the previous month) but they are not the most frequent of travellers. Residents of Kootenay Country and the Peace River take the most number of trips on average in any month.

Table 5 shows the source of all resident travel in terms of person-trips. Over 80% of all resident travel is generated by the three most populous regions of the province: Vancouver Island (18%), Southwest British Columbia (55%) and Okanagan-Similkameen (8%).

Exhibit 3: Monthly Variations in the Volume of All Overnight Travel

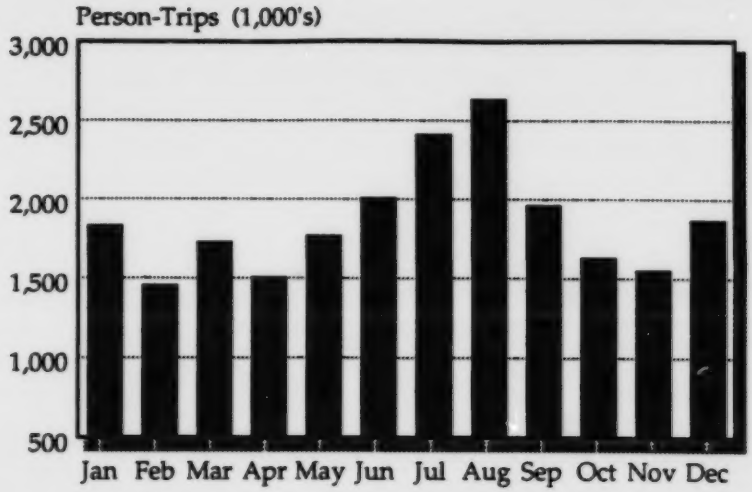


Exhibit 4: Monthly Variations in the Volume of Business and Pleasure Trips

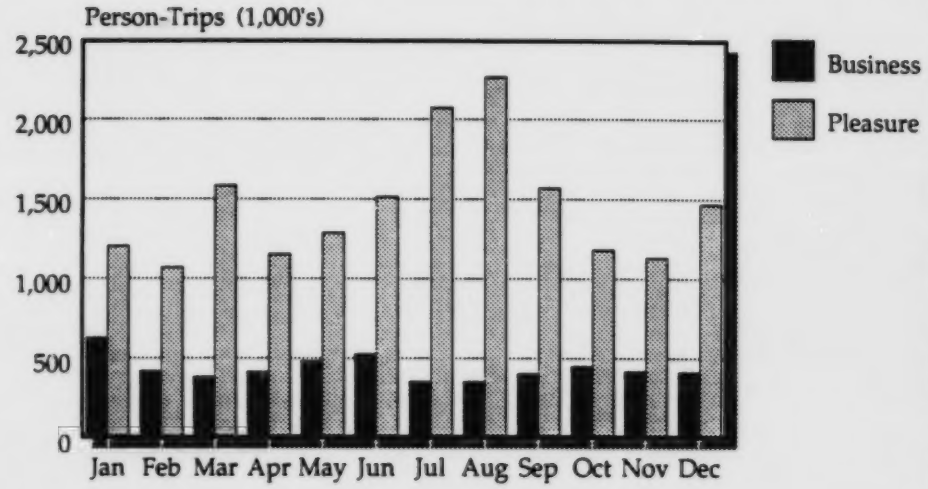


Exhibit 5: Monthly Variations in the Volume of Trips by Destination

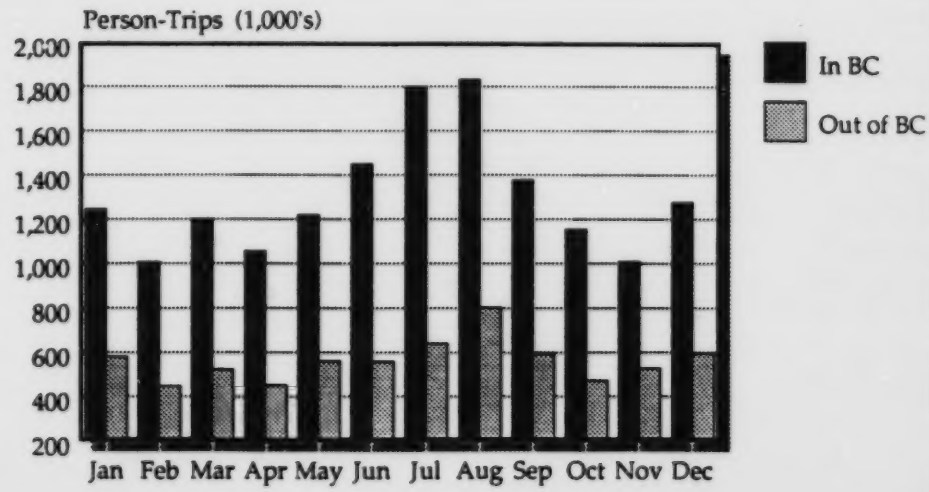


TABLE 5		
SOURCE OF RESIDENT OVERNIGHT TRAVEL		
ORIGIN	**PERSON-TRIPS (millions)**	**PERCENTAGE**
Vancouver Island	4.113	18.4
Southwest B.C.	12.36	55.3
Okanagan-Similkameen	1.69	7.6
Kootenay Country	0.67	3.0
High Country	1.0	4.5
Caribou-Chilcotin	0.47	2.1
North by Northwest	1.21	5.4
Peace River	0.38	1.7
Rocky Mountain	0.42	1.9
Total	**22.354**	**100**

How Does Propensity to Travel Vary with Age, Gender and Income?

Table 6 shows that males are more likely to travel than females and are also more frequent travellers. As a result, males generate 54% of the total volume of travel made by British Columbians but account for only 49% of the population.

There is also a correlation between propensity to travel with income and age. Residents from households earning more than $60,000 in household income are the most likely to travel as are adults aged between 35 and 54.

TABLE 6

VARIATIONS IN PROPENSITY TO TRAVEL BY GENDER, AGE & HOUSEHOLD INCOME

GENDER	POPULATION (million)	PROPENSITY %	AVERAGE # OF TRIPS PER MONTH	TOTAL # OF TRIPS (million)	%
Male	1.128	47	1.94	12.3	54
Female	1.185	44	1.66	10.4	46
AGE					
18 – 34	300,520	45	1.89	3.07	14
25 – 34	523,600	46	1.86	5.37	24
35 – 44	481,900	48	1.89	5.24	23
45 – 54	324,400	49	1.76	3.35	15
55 – 64	289,300	44	1.79	2.73	12
65+	394,100	40	1.56	2.95	12
HOUSEHOLD INCOME					
LESS THAN $20,000	n/a	37	1.71		
$20,000 – $39,000	n/a	46	1.73		
$40,000 – $59,000	n/a	51	1.84		
$60,000 and over	n/a	58	2.04		

Why Do Residents Travel?

Nearly one in four (23%) of all trips made by B.C. Residents are made for business purposes. This market totals 5.242 million person-trips in size and generates approximately $2.1 billion in expenditures. Approximately 32% of all travel expenditures made by British Columbians is associated with business travel. Table 7 compares the characteristics of business trips made by British Columbians with those made for pleasure.

TABLE 7

TOURISM VOLUME AND VALUE: BUSINESS AND PLEASURE MARKETS

	ALL BUSINESS TRIPS	ALL PLEASURE TRIPS
Party-Size	2.1	2.7
Person-trips (million)	5.242	17.496
Person-Nights (million)	21.5	98.3
Length of Trip	4.10	5.6
Expenditure per Person-Day*	$98.00	$46.00
Gross Expenditures (billion)	$2.10	$4.50

**Note: this expenditure figure is an adjusted figure that takes into account the difference between diary and screener data.*

What is the Main destination for B.C. Travellers?

More than two out of every three trips (69%) made by B.C. Residents was to a destination within the Province (Table 8). Resident travel within British Columbia totalled 15.613 million trips for a value of $2.621 billion. Although British Columbians tended to make fewer trips out of the province, when they did leave B.C. their trips lasted considerably longer than their trips in B.C. and they spent significantly more per person-per day. As a result, British Columbians created a deficit of $1.365 billion on the balance of payment travel account. In other words they spent $1.365 billion more on travel out of the province than within its boundaries. Approximately $4 billion in revenue leaves the province each year when British Columbians choose a destination outside B.C.

Table 9 shows the main destination named by British Columbians for their most recent trip. This table provides some measure of the absolute size of the resident market to each region. These

TABLE 8

TOURISM VOLUME AND VALUE IN BRITISH COLUMBIA COMPARED TO OUT OF B.C.

	IN B.C.	OUT OF B.C.	TOTAL
Person-Trips (million)	15.613	6.742	22.354
Person-Nights (million)	57.08	58.2	116.0
Length of Trip (nights)	3.70	8.62	5.09
Expenditure per Person-Day	$45.35	68.59	$56.90
Gross Expenditures (billion)	$2.621	$3.986	$6.607

volumes refer to the minimum number of trips made to a region as they are calculated based on respondents naming one region as a main destination. The actual volume of trips made to any region is larger as residents often stay in more than one region per trip. In addition, a proportion of the trips made outside the Province will include some travel within the Province. According to the information supplied by persons completing diaries on trips made outside the Province, approximately 25% of these outbound trips involved at least one night's stay in British Columbia.

The United States was named as the main destination for 18% of the trips, other provinces of Canada received 12% and international destinations were named by 5%. The tourism region receiving the greatest number of resident visitors in 1989 was Greater Vancouver—approximately 3.1 million trips were made to that urban region in 1989. An additional 1.795 million person-trips were made into the surrounding areas within the Southwestern B.C. tourism region but excluding Vancouver. The next most popular region with B.C. residents was Vancouver Island—3.9 million person-trips equivalent to an 18% share of the total B.C. market. Within that total, Greater Victoria was named as the main destination for 1.6 million person-trips.

Table 10 shows the main destination named by residents cross tabulated against their region of origin. A significant amount of travel is intra-regional in nature as residents spend overnight trips within their region of origin. As would be expected, this is especially true for residents in northern regions or Vancouver Island where it takes more effort to travel further afield. One in three trips made by residents of the North by Northwest region are within their own region; 31% of residents of the Peace River and 37% of residents on Vancouver Island made intra-regional trips.

Residents of Vancouver Island, Okanagan, High Country, Cariboo and North by Northwest show the greatest propensity to visit Vancouver whereas residents of Southwestern B.C. and the

TABLE 9

MAIN DESTINATION OF ALL RESIDENT TRIPS

ORIGIN	PERSON-TRIPS (million)	PERCENTAGE
Greater Victoria	1.571	7
Other Vancouver Island	2.469	11
Greater Vancouver	3.141	14
Other Southwest B.C.	1.795	8
Okanagan-Similkameen	2.019	9
Kootenay Country	0.449	2
High Country	1.122	5
Caribou-Chilcotin	0.673	3
North by Northwest	0.898	4
Peace River	0.224	1
Rocky Mountain	0.224	1
Sub-Total British Columbia	**15.613**	**65**
Other Canada	2.693	12
United States	4.039	18
International	0.897	5
Total	**22.354**	**100**

Kootenays are more likely than residents living elsewhere in the province to be headed for the United States. Other destinations in Canada and particularly Alberta are proportionately more popular with residents of the Okanagan, Peace River and Rocky Mountains with residents of the latter two regions using Edmonton and Calgary as their primary service centres.

TABLE 10

ORIGIN AND DESTINATION OF RESIDENT TRAVEL

	ORIGIN									
MAIN DESTINATION %	Van Isle	Southwest BC	Okanagan	Kootenays	High Country	Cariboo	North by NW	Peace R.	Rocky Mtn	Total
Greater Victoria	10	8	2	4	5	3	4	1	5	7
Other Van Isle	27	11	2	4	4	2	2	1	1	11
Greater Vancouver	26	6	24	15	27	26	22	10	11	14
Other Southwest BC	3	13	3	1	3	3	2	2	0	8
Okanagan-Similkameen	2	9	19	16	15	10	5	7	8	9
Kootenay Country	1	1	5	15	3	3	1	1	7	2
High Country	1	5	8	5	13	15	2	1	7	5
Cariboo-Chilcotin	1	3	1	0	6	11	5	1	1	3
North by N.W.	1	3	2	1	3	13	33	13	0	4
Peace River	0	0	1	1	0	2	5	31	0	1
Rocky Mountain	1	1	1	5	1	1	1	1	14	1
Other Canada	8	11	17	12	10	7	14	29	33	12
United States	15	24	12	19	8	4	3	2	11	18
International	4	5	3	2	2	0	1	0	2	5
TOTAL	100	100	100	100	100	100	100	100	100	100

3. OVERNIGHT TRAVEL WITHIN BRITISH COLUMBIA

British Columbians took a total of 15.61 million overnight person-trips within their Province in 1989 and contributed $2.621 billion toward the provincial economy in terms of direct expenditures on travel.

Where Do Residents Travel?

Table 11 shows the relative ability of each tourism region to attract resident travel within B.C. The Southwestern B.C. tourism region attracts the majority of domestic trips—34% in total of which 21% were destined for Greater Vancouver. Next in popularity is Vancouver Island with a 28% share of the resident travel market and third in importance is the Okanagan-Similkameen region with a 13% share. Table 11 also shows that there is some seasonal variation in market share. Travel to Vancouver Island is particularly strong in Spring; while travel to the Okanagan-Similkameen and High Country is much stronger in summer than other seasons. Greater Vancouver captures a larger share of resident travel in winter due largely to the importance of business travel to this region.

TABLE 11

REGIONAL DESTINATIONS OF RESIDENT TRAVEL BY SEASON

DESTINATION	SPRING %	SUMMER %	FALL %	WINTER %	TOTAL %
Greater Victoria	15	8	8	13	11
Other Vancouver Island	20	19	18	14	17
Greater Vancouver	20	15	20	26	21
Southwest BC	15	11	11	13	13
Okanagan-Similkameen	11	17	14	12	13
Kootenay Country	2	4	4	3	3
High Country	6	10	8	7	8
Cariboo-Chilcotin	3	5	5	3	4
North by N.W.	6	7	7	7	7
Peace River	2	3	3	1	2
Rocky Mountain	1	2	2	2	2

TABLE 12

SOURCE OF RESIDENT VISITORS TO EACH TOURISM REGION

	SOURCE									
	VAN ISLE	SOUTHWEST B.C.	OKANAGAN	KOOTENAYS	THOMPSON	CARIBOO	NORTH BY NW	PEACE RIVER	ROCKY MOUNTAINS	TOTAL
DESTINATION										
Greater Victoria	27%	64%	2%	2%	3%	1%	3%	0%	1%	100%
Other Van Isle	46%	56%	1%	1%	2%	0%	1%	0%	0%	100%
Greater Vancouver	34%	24%	13%	3%	9%	4%	9%	1%	1%	100%
Other Southwest BC	7%	91%	3%	0%	2%	1%	1%	0%	0%	100%
Okanagan-Similkameen	4%	56%	17%	5%	8%	2%	3%	1%	2%	100%
Kootenay Country	9%	28%	19%	25%	7%	3%	3%	1%	7%	100%
High Country	4%	56%	12%	3%	12%	6%	2%	0%	3%	100%
Cariboo-Chilcotin	6%	56%	3%	0%	9%	8%	9%	1%	1%	100%
North by N.W.	5%	42%	4%	1%	3%	7%	45%	5%	0%	100%
Peace River	19%	56%	8%	3%	0%	4%	28%	52%	0%	100%
Rocky Mountain	19%	56%	8%	15%	5%	2%	6%	2%	27%	100%
Other Canada	12%	51%	11%	3%	4%	1%	6%	4%	5%	100%
United States	15%	71%	5%	3%	2%	0%	1%	0%	1%	100%
International	14%	70%	6%	2%	2%	0%	1%	0%	1%	100%

Origin and Destination

Table 12 shows the source of resident travellers for each of the tourism marketing regions and again demonstrates the relative importance of local travel. Greater Victoria, for example, derives 91% of its resident visitors from other parts of Vancouver Island and Southwestern British Columbia.

Vancouver's importance as a service centre is demonstrated by the fact that its source of resident travellers is spread more evenly around the province but, nevertheless, 71% of its resident travel business is still derived from three local neighbouring regions: Vancouver Island (34%); other parts of Southwestern B.C. (24%) and the Okanagan-Similkameen (13%).

The importance of local travel is demonstrated particularly clearly in the case of the Southwestern B.C. region excluding Vancouver. Greater Vancouver is the source of 91% of all overnight trips made into this region by B.C. residents.

The primary resident market for the Okanagan-Similkameen, High Country and the Cariboo-Chilcotin regions is also Greater Vancouver—as many as 56% of their resident visitors come from the metropolitan centre of B.C.

According to the sample survey, the more remote region of Peace River-Alaska Highway recorded no visitation from the Lower Mainland; instead over half of its resident visitors came from within the region and a further 28% originated in neighbouring North by Northwest.

How Long are Resident Trips within British Columbia?

The importance of relatively local travel is further confirmed by data quantifying the average length of stay (Table 13 and Exhibit 6). Trips made in their own province by British Columbians tend to be fairly short—the average trip length over the course of the year is 3.70 nights. Trips taken in the summer and fall last slightly longer than trips taken in the Spring and Winter.

Nearly half the total number of trips last two nights or less and this result highlights the importance of the "mini vacation". Nearly one in three trips lasts four nights or more.

How Large are the Travel Parties?

The average size of a resident travel party is 2.65, slightly larger than the 2.47 figure obtained for non-resident visitors. Table 14 and Exhibit 7 show that travel parties are more likely to be singles in the winter when business travel assumes a more important share of the market and, conversely, parties with four or more persons are most common in the summer season.

How Do Residents Travel?

The overwhelming majority of B.C. residents drive to their destination in British Columbia—75% use their own or a rented car; a further 5% travelled in a recreational vehicle and 5% took the bus (Exhibit 8). Domestic air services are used as the primary mode of transportation for only

TABLE 13					
AVERAGE LENGTH OF TRIP MADE IN B.C. BY RESIDENTS					
NUMBER OF NIGHTS	**SPRING %**	**SUMMER %**	**FALL %**	**WINTER %**	**TOTAL %**
1 night	20	18	17	26	21
2 nights	32	25	26	30	28
3 nights	23	20	20	16	19
4-10 nights	22	30	29	23	26
over 10 nights	3	7	8	4	5
	100	100	100	99	99
Average (nights)	**3.22**	**4.03**	**4.35**	**3.26**	**3.70**

Exhibit 6: Length of Trip in British Columbia by Season

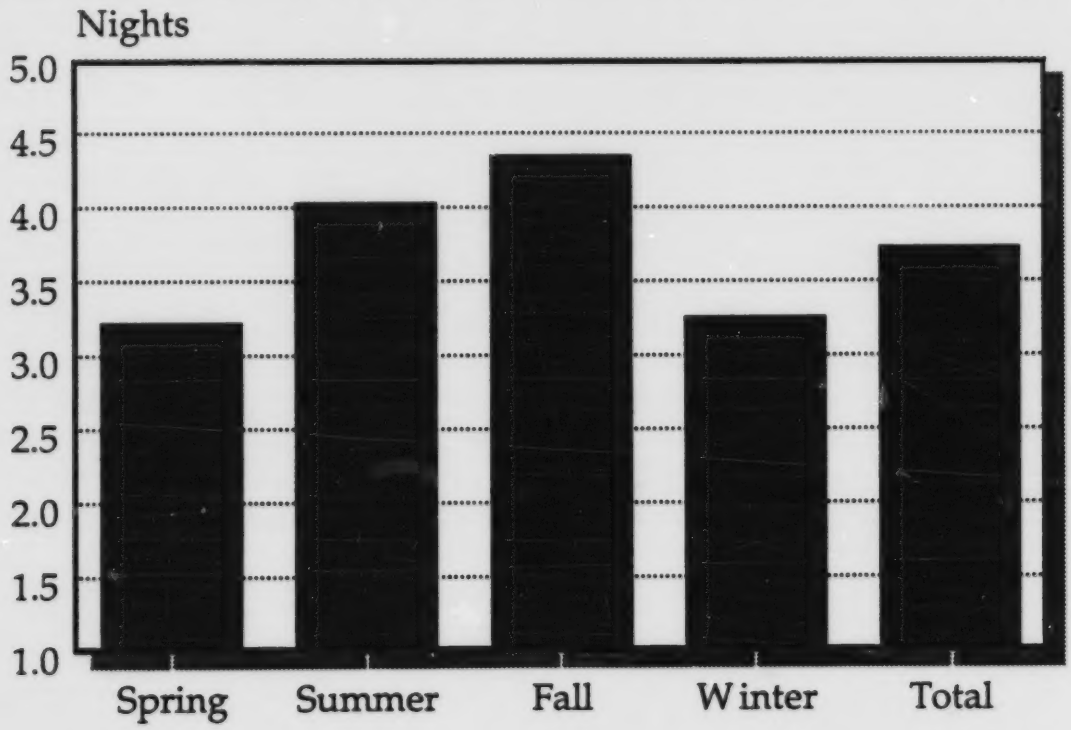
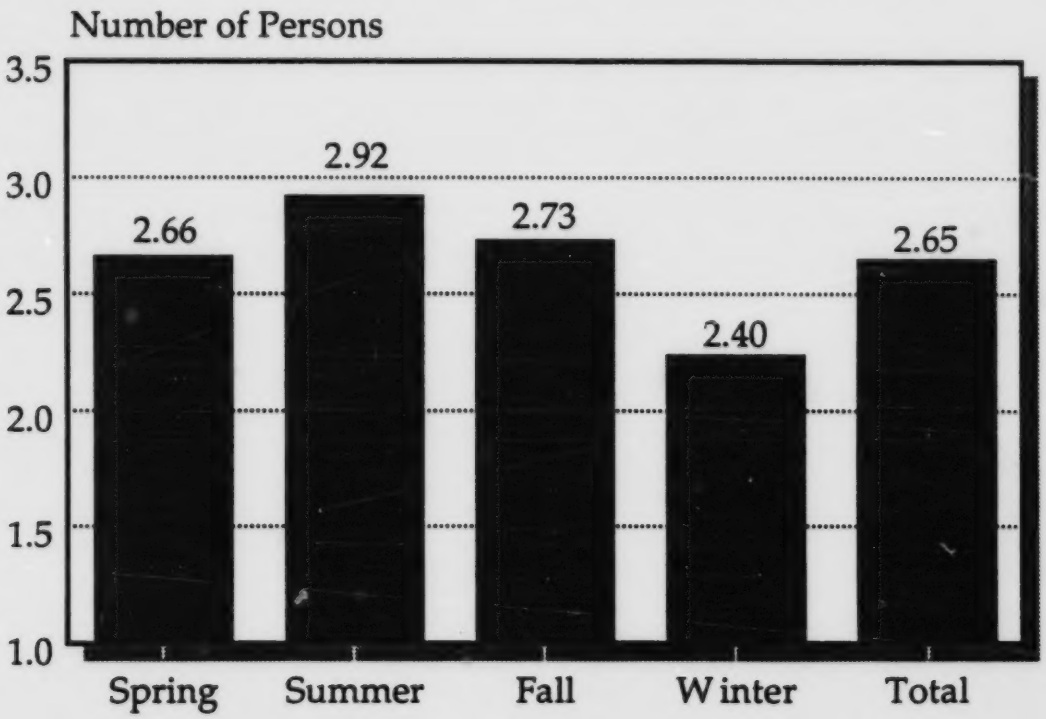


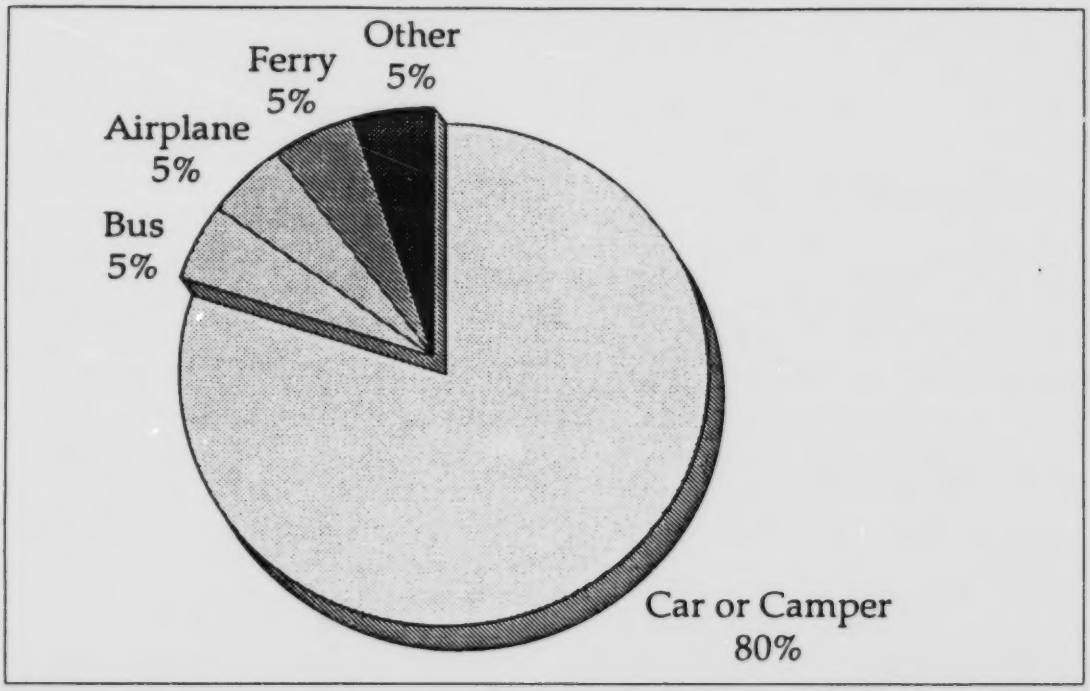
TABLE 14					
PARTY SIZE FOR TRIPS MADE IN BRITISH COLUMBIA BY RESIDENTS					
	SPRING %	SUMMER %	FALL %	WINTER %	TOTAL %
Number of Persons					
1	22	18	20	30	23
2	41	39	41	38	40
3	12	13	13	12	13
4	12	15	13	9	12
Over 4 persons	13	16	13	10	13
Average Number of Persons	2.66	2.92	2.73	2.40	2.65

Exhibit 7: Average Party-Size for Trips Made in B.C. by Residents



5% of the trips, although the market share enjoyed by airlines increases to 8% in the winter season when business trips play a more important role.

Exhibit 8: Main Mode of Transport Used by Residents Travelling in B.C.



Why Do Residents Travel?

Of the total resident travel market only a third is subject to influence by marketing and promotional agencies. Table 15 shows that 65% of all trips are made for a combination of personal reasons (10%), visiting friends and relatives (37%) or are business-related (18%). In Table 15, the business category includes persons who attended a special exhibit or event (4%).

Of the truly tourism/leisure related trips, the most frequently cited purpose was to participate in an outdoors and or wilderness-oriented trip. Over the course of the year 18% of the resident trips were made for this purpose equivalent to 2.8 million trips. This trip purpose was even more predominant in the summer season when as many as 30% of the trips were in this purpose category.

Next in importance were the touring and city-oriented trips which each accounted for a 7% share of the market.

How Much Do Residents Spend?

British Columbian residents spent a total of $2.621 billion on travel in British Columbia in 1989. Over the course of the year, the average expenditure per person, per day amounted to $45.35 but, as shown in Table 16, this average varies considerably between seasons. Spending peaks in

TABLE 15

MAIN PURPOSE OF TRIPS MADE IN B.C.

MAIN PURPOSE	SPRING %	SUMMER %	FALL %	WINTER %	TOTAL %
Visiting Friends and Relatives	37	29	34	43	37
Personal	9	7	7	15	10
Business	18	13	17	21	18
Touring	5	9	9	4	7
City	9	8	7	5	7
Outdoors/wilderness	17	30	23	9	18
Resort Vacation	0	2	2	2	2
Cruise	0	1	0	0	0
Visit Theme Park	0	1	0	0	0
Pleasure Relax	4	0	1	1	1
Education	1	0	0	0	0
	100	100	100	100	100

suggests that most return on marketing would be achieved by continuing to promote travel in the shoulder seasons.

Resident expenditure patterns on a daily basis are similar to our visitors from Washington who spend $47.33 per person per day, Oregon ($43.01) and other parts of Canada ($50.00) but are higher than that spent by Albertans ($39.41).

TABLE 16

VARIATIONS IN DAILY EXPENDITURES BY SEASON

	SPRING	SUMMER	FALL	WINTER
Average Per Party	$473.45	$459.45	$454.27	$402.20
Average per Person-Day	$55.28	$39.04	$38.25	$51.41

4. DIARY INFORMATION REGARDING TRAVEL WITHIN BRITISH COLUMBIA

TABLE 17

COMPARISON OF SCREENER RESPONDENTS WITH DIARY RESPONDENTS

	SCREENER %	DIARY %
Sample Size	6720	1529
REGION of ORIGIN		
Vancouver Island	17%	16%
Southwestern	55%	52%
Okanagan	5%	7%
Kootenays	4%	4%
Thompson	6%	8%
Cariboo	3%	3%
North by NW	6%	6%
Peace River	2%	2%
Rocky Mountain	3%	3%
GENDER		
Male	51%	41%
Female	49%	58%
AGE		
18-24	13%	6%
25-34	23%	26%
35-44	22%	27%
45-54	15%	16%
55-64	12%	13%
65+	15%	11%
INCOME		
<$20,000	16%	14%
$20,000 - $39,999	33%	33%
$40,000 -$59,999	22%	27%
$60,000 +	16%	19%
Refused	13%	0%

During the course of the survey, over 6,700 British Columbian adults supplied information about their most recent trip over the telephone and approximately 1500 of them agreed to complete a trip diary on their next overnight trip away from home. A copy of the diary is reproduced in Appendix A. Approximately two-thirds of the completed diaries pertained to trips made in British Columbia. The diary was designed to obtain more detailed, accurate information concerning the characteristics of each trip and supplemental information on trip planning activities and the degree to which the traveller was satisfied with the travel experience.

It was expected that the diary results would be biased in some way as not all travellers would be equally willing and disposed to take the time to complete the diary. In this section, the characteristics of trips described over the telephone are compared with the travel characteristics described in the completed diaries in order to determine the amount and nature of the bias.

Origin, Gender, Age, and Income

In general, the amount of bias was less than expected. Table 17 compares the origin, gender, age and income of respondents supplying travel information in the screener/telephone interviews with those completing diaries. The greatest bias occurs with gender and age: females appear much more likely to complete trip diaries than males and persons aged 35-44 were more likely to complete diaries than either the younger travellers (age 18-24) or the elderly (over 65). Diary respondents also appear biased towards the higher income groups—persons in households earning over $40,000 comprise 45% of the diary sample compared to 38% of the screener sample. Willingness to complete a diary did not vary much according to the origin of the respondent except that residents of the Okanagan comprised a slightly larger portion of the diary sample and residents of Southwestern B.C. comprised a slightly smaller sample.

Trip Timing

The seasonal pattern of diary trips shows a very similar pattern to that of all screener trips (Table 18) with a slight tendency for greater representation of trips taken in fall and early winter and under representation of trips taken in April.

Trip Length

In Table 19 and subsequent tables in this section, diary and screener data is restricted to trips made in British Columbia. Trips recorded in the diaries tended to be slightly longer than trips described in the telephone interviews (3.8 nights in the diaries compared to 3.73 nights). Persons completing diaries are less likely to have taken a trips lasting only one or two nights.

TABLE 18

MONTH OF TRIP TAKEN IN B.C.

MONTH	TOTAL TRIPS	DIARY
January	8%	6%
February	7%	7%
March	8%	7%
April	7%	4%
May	8%	8%
June	9%	10%
July	11%	10%
August	12%	12%
September	9%	8%
October	7%	10%
November	7%	8%
December	8%	10%

TABLE 19

LENGTH OF TRIP IN B.C.

	SCREENER	DIARY
Sample Size	4378	1046
LENGTH OF TRIP		
1- 2 Night	49%	43%
3 - 7 Nights	41%	46%
8 - 14 Nights	7%	8%
Over 15 Nights	2%	2%
Average no of Nights	3.7	3.8

Party-Size

The biggest difference in trip characteristic relates to the variable of party-size (Table 20). Whereas the average party-size for all overnight trips made in British Columbia as recorded in the telephone interviews was 2.65 persons; diary-trips comprised much larger parties: 3.41 persons. Single persons appear far less likely to complete a diary than did parties of four persons. It is very likely that families had a greater propensity to complete diaries than other parties.

TABLE 20

PARTY-SIZE OF TRIP IN BRITISH COLUMBIA

	SCREENER	DIARY
Sample Size	4378	1038
Party Size		
One	23%	14%
Two	40%	42%
Three	13%	14%
Four	12%	17%
Five-6	7%	8%
Seven or More	6%	4%
Average	2.65	3.8

Main Destination

From the perspective of main destination, the sample of diaries appears to match that of the screeners with two minor exceptions (Table 21). Trips made to Vancouver Island other than Victoria and trips made to Southwestern B.C. other than Vancouver appear to be slightly over-represented in the diaries. This pattern could possibly reflect the family bias in the diary responses as these two regions are known to be popular family destinations. Trips made to Greater Vancouver, on the other hand, are under represented in this diary sample.

TABLE 21

MAIN DESTINATION IN BRITISH COLUMBIA

	SCREENER	DIARY
Sample Size	4370	1043
Destination		
Victoria	11%	10%
Other Vancouver Island	17%	21%
GVRD	21%	15%
Other Southwestern	13%	15%
Okanagan	13%	14%
Kootenay	3%	2%
High Country	8%	8%
Cariboo-Chilcotin	4%	5%
North by Northwest	7%	6%
Peace River	2%	2%
Rocky Mountain	2%	2%

Transportation

The data presented in Table 22 should be interpreted with caution. In the screener questionnaire, the respondents were asked to name their main method of transportation and were only allowed to identify one form of transportation. In the diaries, respondents could name more than one mode and, as a consequence, the number of diary respondents identifying their use of the ferry system is much larger. It should be noted that 31% of the diary respondents indicated that their main destination was on Vancouver Island and 25% indicated using a ferry as one of their modes of transportation (Table 22).

TABLE 22

TRANSPORTATION USED ON TRIPS IN B.C.

	SCREENER	DIARY
Sample Size	4378	1030
Transportation		
Own Automobile	74%	80%
Rented Automobile	1%	2%
Own R.V.	5%	6%
Rented R.V.	0%	0%
Bus	5%	0%
Airplane	5%	7%
Cruise Ship	0%	1%
Ferry	5%	27%
Train	1%	7%
Sailboat/power boat	1%	0%
Other	3%	6%

** Respondents could name more than one mode in diaries.*

Trip Purpose

It is often assumed that diary responses will be biased in favour of persons on vacations and that people on business trips will be disinclined to complete diaries. Table 23 provides no evidence for this assumption, in fact business trips appear to be slightly over-represented in the diaries compared to the screeners as proportionately more persons attending a conference or trade show completed diaries. The diary responses also appear slightly over-represented by persons attending a special exhibit or event but in most other regards show much the same characteristics as trips recorded in the screener interviews.

TABLE 23

MAJOR PURPOSE

	SCREENER	DIARY
Sample Size	4378	1001
Purpose		
Visit Friends and Relatives	37%	37%
Touring Trip	7%	6%
City Trip	7%	1%
Personal Matters	10%	7%
Outdoors	16%	13%
Wilderness/Adventure	2%	4%
Resort Vacation	2%	5%
Cruise	0%	0%
Visit Theme Park	0%	0%
Special Exhibit/Event	4%	10%
Conference/Trade Show	3%	6%
Corporate Meeting	2%	3%
Other Business	9%	7%
Pleasure	2%	0%
Education/Relax	0%	0%
Sub Total Business	14%	16%

TABLE 24

ACTIVITIES PARTICIPATED IN DURING TRIPS MADE IN B.C.

	TOTAL	SPRING	SUMMER	FALL	WINTER
Sample Size	1014	189	189	188	260
Activities	**%**	**%**	**%**	**%**	**%**
Went Shopping	62	60	64	65	64
Tour/sightseeing	29	36	42	35	14
Boating	14	17	32	11	1
Passing through	33	36	50	35	28
Conducted Business	23	21	17	24	24
Hunting	2	2	1	3	0
Fishing	12	14	28	7	1
Other Outdoor Activities	36	42	54	31	20
Snow or Water Skiing	8	4	7	1	16
Golf	5	6	8	5	0
Fitness Activities	15	12	19	15	13
Other Sporting Activities	11	15	15	10	9
Nightlife	27	24	23	27	33
Beach/Lakeshore	39	47	65	38	15
Museum/Gallery/Historic Site	20	23	36	20	10
Fair/amusement Park	7	6	15	7	1
Gardens Parks	25	31	39	27	11
Friends and Relatives	66	62	69	65	72
Corporate Meeting	6	5	3	6	7
Conference/Trade Show	8	7	5	13	9
Sporting Event	7	5	6	7	9
Festival/Special Event	15	20	20	12	14

Summary of Differences Between Screener and Diary Samples

The diary responses show a close match to the population of overnight trips made in British Columbia by the population as a whole and as recorded in the telephone interviews. The little bias that does exist in the diary sample tends to be towards women respondents and families of higher income groups. Diaries contain a disproportionately lower sample of short trips made by single persons for personal reasons. They have, however, been completed by persons on discretionary, leisure-oriented trips who could be subject to the influences of marketing efforts made by the travel industry. Their responses, particularly as regards trip planning and satisfaction, should be of interest and value to suppliers of tourism products and services.

Activities

Diary respondents were asked to keep a record of the activities they took part in on a daily basis. Table 24 shows the relative popularity of each activity and also shows the importance of shopping to all travellers in British Columbia throughout the year. Two out of every three parties went shopping at least once on their trip and this participation rate does not appear to vary according to the season. The only activity that consistently recorded higher participation levels was visiting friends and relatives.

Given the nature of the tourism product in British Columbia, it is not surprising to see how many residents enjoy outdoor related activities on their travels: during the summer over one in four resident travellers goes fishing; 32% enjoy boating and "other outdoor activities" involve over half of the overnight tourists within the province. Golf was an activity undertaken by 5% of the respondents over the course of the year with 8% of the summer trips involving this activity. Spending time by a beach or at the lakeshore continues to occupy much vacation time: in the summer season 65% of the diary respondents reported participation in this activity.

Touring or sightseeing was an activity undertaken by 29% of the respondents over the course of the year with greatest participation in summer (42%) and slightly less in Spring and Fall (36% and 35% respectively). Visiting such attractions as gardens and parks involved one in four travel parties and visiting museums, galleries and historic sites attracted much the same levels of participation (20% over the course of the year with as many as 36% reporting this activity in summer).

Wildlife Viewing

A number of questions on the diary related to the amount of participation in outdoor-related activities that involved viewing wildlife and taking part in recreational activities within provincial forests.

Just over one in four (22%) of British Columbia's resident travellers stated that they spent some time during their trip outdoors when the main purpose was to watch, feed, photograph or study wildlife (birds, mammals but not fish). They spent an average of 2.55 days participating in these activities during their trip and spent an average of $23.50 per person, per day while doing so

(Table 25). As a consequence, the aggregate value of wildlife viewing to resident travellers within B.C. is quite substantial. B.C. Residents spent a total of $206 million while watching, feeding, photographing or studying wildlife on overnight trips away from home in 1989.

TABLE 25

PARTICIPATION IN ACTIVITIES INVOLVING WILDLIFE

	TOTAL	SPRING	SUMMER	FALL	WINTER
Percentage of Respondents Watching Wildlfe etc.	22%	31%	30%	19%	9%
Number of Days	2.55	2.49	3.49	2.0	2.38
Percentage of Days in Wildlife-related activities versus total time on trip	69%	71%	66%	69%	56%
Average Expenditure per party, per trip on wildlife-related activities	$126.48	$182.97	$129.61	$79.36	$63.66
Average Expenditure per person, per day on wildlife-related activities	$23.50	$30.33	$12.84	$30.80	$21.80
Projected Volume of Person-trips	3.43 million				
Projected Volume of Person-days	8.75 million				
Projected Associated Expenditures	$206 million				

Recreational Activities in Provincial Forests

Diary respondents were also asked whether they had participated in any recreational activities in Provincial Forests ie land that was not privately owned, or which was not in a park, town or private campground. Twenty-five percent of respondents gave a positive response to this question and a further 7% indicated they had probably done so but were not sure whether the activity had taken place in a provincial forest or not (Table 26). They spent an average of 2.15 days taking part in such recreational activities and associated $29.38 of their daily expenditures with such activities in provincial forests. As a consequence, the overall value of recreational activities in provincial forests to resident travellers within British Columbia is calculated to total approximately $246.5 million in 1989.

TABLE 26

PARTICIPATION IN ACTIVITIES INVOLVING PROVINCIAL FORESTS

	TOTAL	SPRING	SUMMER	FALL	WINTER
Participation in recreational activities in provincial forests	25%	31%	39%	23%	12%
Average expenditure per party, per trip on acitivities in provincial forests	$154.97	$136.61	$118.14	$86.93	$279.44
Average expenditure per person, per day on activities in provincial forests	$29.38	$24.13	$25.78	$20.29	$28.66
Average number of days spent on recreational activities in provincial forests	2.15	2.21	2.17	2.1	2.24
Percentage taking part in activities that took place over 1km from road designated for 2 wheel drive vehicles	66%	67%	74%	60%	62%
Projected volume of person-trips	3.9 million				
Projected volume of person-days	8.3 million				
Projected associated expenditures	$246.5 million				

Accommodation

The type of accommodation used by resident travellers is shown in Table 27. While friends and relatives are attributed as providing the main purpose of a trip for 37% of diary respondents, they provided accommodation for 46% of the travelling parties. A further 15% of of the resident travelling parties stayed in their trailers or campers. As a result, only 48% of the total number of resident travellers used **commercial** accommodation (other than with friends and relatives or trailer/tent camper): motels captured a 24% share of the market and hotels accommodated 17% of the parties at least once on their trip. The percentages when totalled exceed 100 as respondents used more than one form of accommodation during the course of their travels. There is clear evidence for the importance of public and private campgrounds to the tourism industry in the summer: during this season one in three travelling parties used a campground or slept overnight in a trailer, camper somewhere in the province.

TABLE 27

ACCOMMODATION USED BY DIARY RESPONDENTS IN B.C. BY SEASON

	TOTAL	SPRING	SUMMER	FALL	WINTER
Sample Size	898	177	175	172	237
Accommodation	%	%	%	%	%
With friends and relatives	46	44	38	47	58
Motel	24	24	26	26	24
Hotel	17	14	9	22	19
Trailer/tent Camper	15	16	33	14	1
Resort	5	7	6	3	5
Bed & Breakfast	2	1	2	2	1
Cruise Ship	0	1	0	1	0
Other	8	9	13	5	6

Table 28 shows the relationship between the type of accommodation used and household income. While propensity to go camping appears to be independent of income, use of hotels is very strongly correlated with income: 27% of parties in households with incomes over $60,000 use hotels compared to only 6% of households with incomes less than $20,000. The latter group make much greater use of friends and relatives.

TABLE 28

VARIATIONS IN TYPE OF ACCOMMODATION USED IN B.C.

	TOTAL	<$20,000	$20,000–$39,000	$40,000–$59,999	Over $60,000
Sample Size	898	118	301	256	167
Accommodation	%	%	%	%	%
With friends and relatives	46	66	48	44	32
Motel	24	18	25	27	23
Hotel	17	6	13	21	27
Trailer/Tent Camper	15	13	17	14	14
Resort	5	1	7	5	7
Bed & Breakfast	2	3	1	2	2
Cruise Ship	0	0	0	1	1
Other	8	9	6	5	13

Expenditures

Residents travelling on trips involving at least one night away from home spent a total of $2.6 billion on their travels for an average of $45.35 per person, per day. These expenditure estimates were derived from the telephone interviews in which respondents were asked to recall their spending on their most recent trip in the month previous to the interview. Diary respondents were asked to record their expenditures on a daily basis and to allocate their expenditures between a number of items. The average expenditure recorded by diary respondents totalled $58.81 per person, per day, an amount which exceeds the screener average by nearly 30%. The difference is due to at least two factors: a. diary respondents are likely to be more accurate in their recall of expenditures and b. diary responses are slightly biased towards longer trips involving more people that might result in higher spending averages.

Exhibit 9: Allocation of Resident Tourist Spending in B.C.

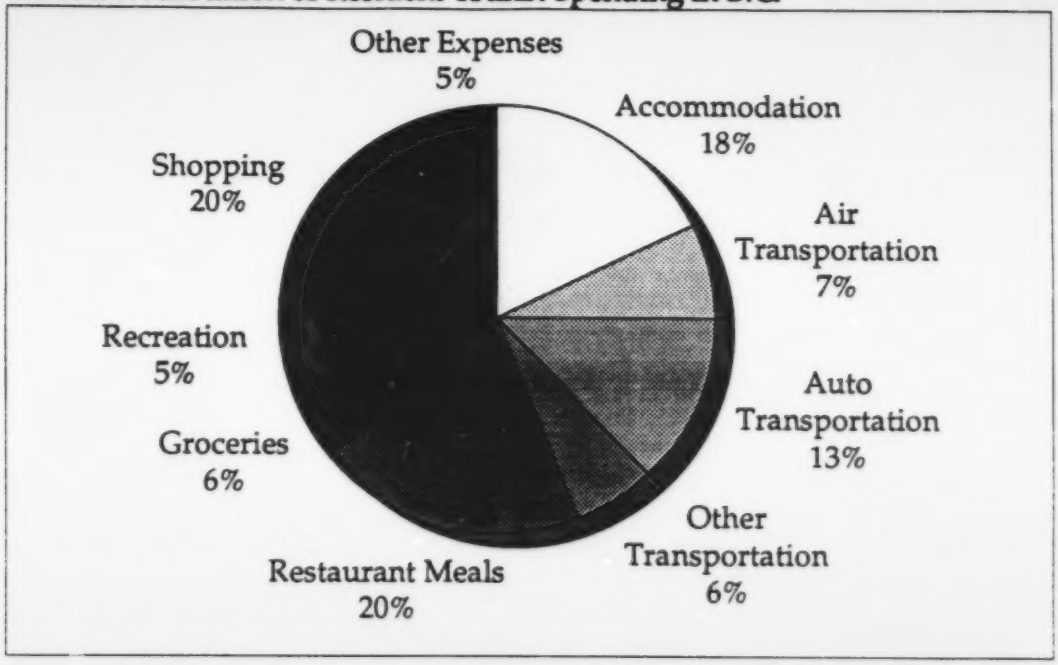


TABLE 29

EXPENDITURES PER PERSON-DAY REPORTED BY DIARY RESPONDENTS

	$ PER PERSON-DAY	ALLOCATION
Accommodation	$10.55	18%
Air Transportation	$3.88	7%
Auto Transportation	$7.73	13%
Other Transportation	$3.75	6%
Tour Package or Cruise	$0.95	2%
Restaurant Meals	$11.75	20%
Groceries/Beverages	$3.78	6%
Recreation	$1.30	2%
Entertainment	$1.67	3%
Shopping/Souvenirs	$11.91	20%
Other Expenses	$1.55	3%
Total	**$58.81**	**100%**

For the purpose of this report, the expenditures recalled by the larger sample of respondents in the the screener interview has been used to calculate gross revenues from domestic tourism. The allocation of resident tourist spending has been obtained from the diaries and is presented in Exhibit 9 and Table 29.

The transportation sector is the main beneficiary of the resident tourist dollar. British Columbians spent approximately $680 million on transportation of which half went to the cost of auto transportation and $182 million was attributed to air transportation. The second major beneficiary was the retail sector: B.C. residents spent about $600 million on shopping souvenirs and other items, equivalent to about $13.46 per person, per-day.

Since residents tend to use commercial forms of accommodation less than visitors to the province, spending on accommodation assumes a smaller portion of the total: 18 cents of every dollar goes towards the costs of accommodation for a total of $469 million. By comparison, visitors to the Province spent 27% of their dollar on accommodation (see *Visitor '89*).

When travelling away from home, residents tend to eat more in restaurants. In 1989, B.C. Residents spent $522 million on meals served in various forms of foodservice establishments and an additional $156 million on groceries. Food-related expenditures in total reached $678 million in 1989, equivalent to a 26% share of the resident tourist dollar.

Variations in Trip Expenditure by Trip Purpose

Table 30 provides a clearer picture of the gross revenues that can be associated with trips made for different purposes.

Because business travellers spend nearly sixty percent more per trip as pleasure travellers, they contribute 16% of the trip volume but 21% of domestic travel revenue. Of these business travellers, persons taking part in corporate meetings are the biggest spenders.

Pleasure travel expenditures generated by residents travelling in their own province totalled $2,094 million equivalent to 79% of the total and nearly one-third of this sum was associated with trips whose primary purpose was to visit friends and relatives.

The amount of money spent per trip varies significantly according to trip purpose. As might be expected, persons visiting friends and relatives incur the smallest outlay of expenditures ($123.00 per person per trip) and person on touring trips spend the most $212.00 per person per trip). While the overall amount spent per trip on city, wilderness and resort trips was much the same ($179, $175 and $175 respectively), the amount of time spent on the trip differed considerably (2.89, 4.69 and 4.58 days respectively.) So when calculated on a per-diem basis, city trips at $62.9 per person, per day generate more revenue.

TABLE 30

VARIATIONS IN TRIP EXPENDITURE IN B.C. BY PURPOSE

PURPOSE	% of Trips	Number of Person-Trips (millions)	Expenditure $ per Party	Number of Persons per Party	Expenditure $ per Person-Trip	Gross Expenditure (millions)	% of Gross Expenditure
ALL BUSINESS	**14%**	**2.18**	**544.92**	**2.11**	**$258**	**$562**	**21%**
Conference/Trade Show	3%	0.47	638.02	2.36	$270	$127	5%
Corporate Meeting	2%	0.31	539.96	1.74	$310	$96	4%
Other Business	9%	1.40	509.23	2.09	$244	$342	12%
ALL PLEASURE	**86%**	**13.42**	**426.94**	**2.73**	**$156**	**$2,094**	**79%**
Visit Friends and Relatives	37%	5.78	276.64	2.25	$123	$711	27%
Touring Trip	7%	1.09	633.15	2.98	$212	$231	9%
City Trip	7%	1.09	466.82	2.64	$179	$195	7%
Personal Matters	10%	1.56	492.17	2.54	$194	$303	11%
Outdoors Trip	14%	2.19	528.90	3.52	$150	$329	12%
Wilderness Adventure Trip	4%	0.62	609.81	3.49	$175	$109	4%
Resort Vacation	2%	0.31	619.75	3.55	$175	$ 54.25	2%
Special Event & Other	5%	0.78	624.00	3.00	$208	$162	6%

Trip Satisfaction

Table 31 and 32 shows the most and least satisfying aspects of the trip as reported by resident travellers within British Columbia. In most cases the most frequently mentioned satisfying aspects lie outside the control or influence of a marketing agency or service supplier: visiting friends and relatives was stated as providing the most satisfying aspect of a trip by 26% of the diary respondents and the next four most satisfying aspects were the scenery/outdoors (16%); resting/relaxing (15%), taking an outdoors trip (13%) and weather (11%). Nine percent mentioned good service and accommodation as providing the most satisfying feature.

On the negative side, weather was mentioned as being least satisfying by 18% of the diary respondents. A further 18% mentioned road conditions and traffic, 13% named poor service and accommodation and 11% noted long ferry line ups as each being the least satisfying aspects.

TABLE 31

MOST SATISFYING ASPECTS OF A TRIP IN B.C.

Sample Size

Aspect	%
Visit Friends and relatives	26
Scenery/outdoors	16
Resting, relaxing	15
Outdoors Trip	13
Weather	11
Good Service/accommodation	9
City	7
Personal Matters	5
Touring	4
Special Exhibit	4
Conference	2

Respondents were also asked to assign a rating to various elements of their trip on a scale from 1 to 4 with 1 equal to Poor and 4 equal to Good. The ratings given to a number of selected trip aspects is presented in Table 33. Generally speaking, British Columbians seem satisfied with their trip experience. The feature: Overall Level of Hospitality/Service achieved the highest rating of 3.53 and the largest number of responses. All of the items achieved average ratings of over 3.5 which on a scale of 1 to 4 is acceptable.

TABLE 32

LEAST SATISFYING ASPECTS OF A TRIP IN B.C.

Sample Size

Aspect	%
Weather	18
Road Conditions/traffic	18
Poor Service/accommodation	13
Ferries/line-ups	11
Length of Travel Time	9
Cost/expense	7
Too short	5
Personal matters	4
Environmental Concerns	3

TABLE 33

RATINGS GIVEN TO VARIOUS ASPECTS OF A TRIP IN B.C.

ASPECT	AVERAGE RATING	1	2	3	4	N/A
Accommodation	3.45	3	4	22	41	31
Shopping	3.35	3	6	28	36	27
Restaurants	3.31	2	9	35	40	14
Recreation/Entertainment	3.54	1	4	23	44	28
Overall Level of Service	3.53	1	4	31	52	12

Trip Planning

The trip planning time is relatively short for most British Columbians. Table 34 shows that over half the respondents decided to make the trip less than four weeks prior to departure.

TABLE 34

HOW LONG BEFORE YOU LEFT DID YOU DECIDE TO MAKE THE TRIP IN B.C.?

TIMING	%
Less than One Week	19
1–4 Weeks	36
1–2 Months	24
More than Two Months	21

At the end of the screener interview, respondents were asked whether they were planning on taking any trips over the next three months. Approximately 30% said that they were. On the diary, residents were asked whether they had taken any unplanned trips since the telephone interview. 29% said they had taken such an unplanned trip and the average number of unplanned trips for all respondents was 0.45.

Twenty-three percent of all diary respondents recalled seeing some form of advertising about their main destination prior to leaving and of this sub total 64% reported seeing the advertising before they had made their final decision regarding destination. **Consequently, advertising could**

TABLE 35

INFORMATION SOURCES USED FOR TRIPS MADE IN B.C.

PRIOR TO LEAVING	%
Yes	23
No	77
TYPE OF ADVERTISING	
TV	26
Magazine	31
Newspaper	36
Other	47
No of respondents	228

TABLE 36

USEFULNESS OF INFORMATION SOURCES USED FOR B.C. TRIPS

SOURCE OF INFORMATION	%
Travel Agent	4
Friends and Relatives	32
1-800 # Tourism B.C.	1
Tourism B.C. Written Request	1
Magazine Articles	4
TRavel Brochures	6
Newspaper Travel Section	2
B.C. Travel Info Centres	9
B.C.Regional Tourism Associations	3
Other Provincial Inf Sources	2
Other General Sources	11
None	49
MOST USEFUL SOURCE	**%**
Travel Agent	5
Friends and relatives	49
1-800 # Tourism B.C.	1
Tourism B.C. Written request	1
Magazine Articles	3
Travel Brochures	5
Newspaper Travel Section	2
B.C Travel Info Centres	12
B.C.Regional Tourism Associations	4
Other Provincial Inf Sources	2
Other General Sources	0
None	15

have affected the destination decision of only 14% of resident travellers. The types of advertising that were seen were as follows: TV (26%); Magazine (31%) and Newspaper (36%).

Approximately half of the resident travellers attempted to obtain information about their trip prior to leaving; about one-third of the respondents sought information from friends and relatives. The most frequently mentioned "official" source were the regional travel information centres, identified by 9% of the respondents overall (Table 36). Of the respondents who did attempt to get information before leaving, friends and relatives again topped the list in terms of being the most useful source. This is firm evidence that "word of mouth" advertising by satisfied customers is one of the most powerful ways of influencing future business.

5. VARIATIONS BY B.C. TOURISM REGION

For marketing purposes, British Columbia is divided into nine tourism regions as shown in Exhibit 10. Two of the more densely populated regions, namely Vancouver Island and Southwestern B.C. British Columbia have major metropolitan centres which market themselves as tourism destinations: Victoria and Vancouver.

Exhibit 11 shows the relative success of each of these tourism regions in attracting a share of the resident travel market. In this case, share is measured as the percentage of resident overnight travellers who named the region as their **main destination**. The actual number of visitors to any given region, therefore, is likely to be slightly larger as residents may have stayed in more than one region on a trip.

The Southwestern B.C. tourism region captured by far the largest share of resident trips: 45%, equivalent to a total of 5.3 million person-trips. Of this total, the majority were to destinations within the Greater Vancouver Regional District. The second most popular region in terms of resident travel was Vancouver Island: 1.7 million person-trips were made to Victoria and 2.65 million trips were made to other parts of Vancouver Island. The Okanagan-Similkameen tourism region captured a 13% share of domestic overnight travel in 1989. In combination, these three regions attracted nearly three out of every four trips made by residents.

Because the characteristics of travellers to each region is quite different, a brief summary of the results are presented for each region. The data is derived from Table 37 located at the end of this chapter.

Victoria

Of the 1.7 million person-trips made to British Columbia's capital, over 85% came from less than 150 miles distant: 23% originated from places on the island and 63% came from the Southwestern region.

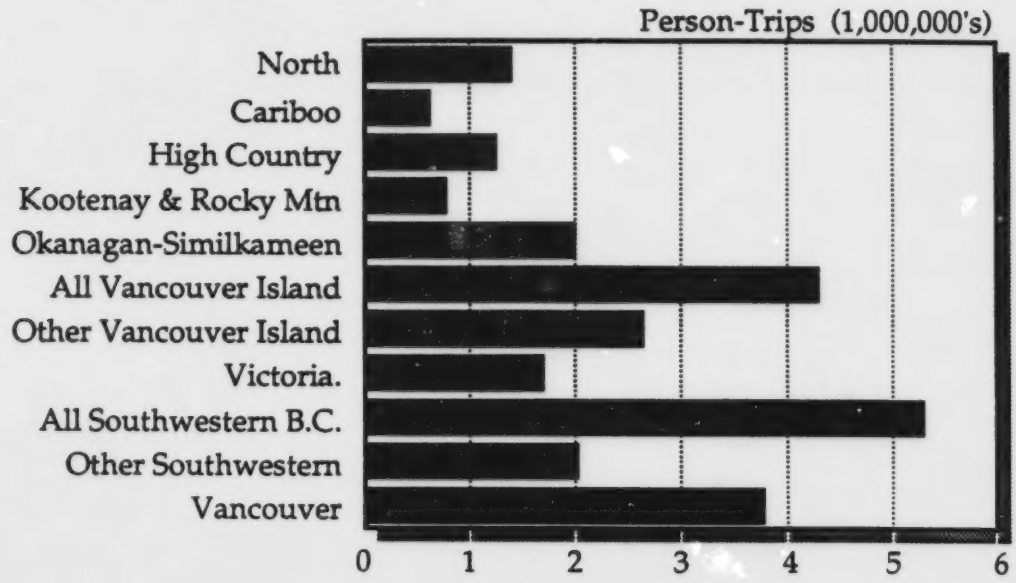
Victoria's peak travel season is not the summer but the Fall—as many as 38% of the trips tool place between September and November. Spring is another relatively strong season for Victoria domestic tourism: 27% of the trips occurred between April and June and only 13% of the resident trips took place in the peak summer months of July ad August when, perhaps, Victoria is considered by residents to be busy with non-resident visitors.

Victoria has greater appeal to females than males - women comprised 57% of the resident travellers to Victoria and the capital attracts a higher portion of persons aged 65 and over than many other regions of the Province.

Trips to Victoria are relatively short—the average for all trips in which Victoria was named as the main destination was 3.3 nights. Approximately 26% of the trips to the capital involved only one night away from home and 32% involved two nights away.

Exhibit 10: British Columbia's Tourism Regions

Exhibit 11: Main Destination of Resident Travel



Only one in three of the total 1.7 million trips could have been influenced by marketing efforts since 45% of the travellers indicated that their main purpose was visiting friends and relatives, 11% were attending to personal affairs and 12% were on business.

Expenditures per person-per day incurred by travellers whose main destination was Victoria were considerably higher than average : $77 per person per day compared to $50 recorded for all domestic trips.

Other Vancouver Island

While Victoria may be the primary tourist destination on the island, the rest of the island absorbs more resident travellers: a total of 2.65 million person-trips. Their characteristics differ in many ways from the characteristics of visitors to the capital.

Forty percent originate on the island and 53% came from neighbouring southwestern British Columbia. The moderate climate probably accounts for the fact that the majority of these trips (33%) occur in the winter.

Unlike Victoria, the other parts of the island appear to appeal more to men who comprise the majority (54%) of resident visitors and trips tend to be longer: 50% of the travellers whose main destination was other Vancouver Island were on trips involving three nights or more away from home.

Vancouver Island's spectacular natural resources accounts for the fact that as many as 27% of the resident travellers stated their main purpose to be outdoors or taking a wilderness/adventure

trip. Average expenditures per person per day were much lower than recorded for Victoria: $55.36.

Vancouver

At least 3.3 million person-trips were made by residents of British Columbia to Vancouver in 1989, equivalent to a 21% share of the provincial total. Because of Vancouver's importance as a commercial centre and gateway to destinations out of the province, this region drew its visitors from a wider spread of regions than any other tourism region in the province. One in four visitors came from surrounding Southwestern B.C. and 32% came from neighbouring Vancouver island.

While the majority of visitors travel to Vancouver in the Fall months of September to November (39%), summer is also strong with as many as 30% of all visitors arriving between July and August.

The visitor population is equally split between males and females and while the urban region appeals to persons of all ages, it appears to attract a disproportionately large share of persons aged 45-54 and persons living in households with incomes over $60,000.

Given its commercial importance, business figures more prominently as a reason for the trips made to Vancouver. One in five of all resident trips to the urban region were for business and although the majority still drive to Vancouver, 10% of Vancouver's visitors arrived by plane.

Vancouver's resident visitors spent the highest per person per day: $91.01.

Other Southwest

The four sub-destination regions surrounding Vancouver namely the Fraser Valley Heritage Country, Rainbow Country, Sea to Sky Country, and the Sunshine Coast in combination serviced over 2 million resident overnight person-trips in 1989. Of this total as many as 86% originated from within the region itself. Interestingly, nearly two out of every three trips took place in the fall or winter ie from October through to March.

While this region has equal appeal to males as females, it definitely attracts a proportionately larger share of younger people: 47% of the resident travelers were aged 18–34 and one of the highest proportions of high income earners: 19% originate from households earning over $60,000.

Trips to parts of Southwestern B.C. other than Vancouver are some of the shortest of all the resident trips made in British Columbia: average 2.82 nights with as many as 61% of the trips involving two nights or less away from home.

Of all the regions, this one appears to attract people looking to get outdoors and experience the wilderness: 42% of trips were motivated in this way and 6% were described as being a resort

vacation. Business and visiting friends and relatives were stated as trip purpose by relatively few visitors.

Okanagan-Similkameen

British Columbia's third most popular tourism region with resident travellers is the Okanagan-Similkameen. Over 2 million person-trips were made there by provincial residents in 1989 with the majority (33%) occurring in the two peak summer months of July and August. While the populous Southwestern region dominates as a source (56%), the neighbouring regions of Thompson and Kootenays generated 17% of the trips and 13% originated from within the region itself.

Okanagan's reputation as a relatively inexpensive family destination is possibly evidenced in the bias towards persons in modest income households: 44% of the residents stating the Okanagan-Similkameen to be their main destination reside in households generating $20,000–$39,000.

Trips are slightly longer than average with 37% of the trips lasting four or more nights for an average of 3.98 nights.

Ground transportation is the dominent mode of travel: 86% arrived by car or camper and 5% used the bus.

Kootenays and Rocky Mountain Regions

This combination of two tourism regions located in the southeastern corner of the Province attracted 781,000 resident overnight trips in 1989 and, given the relatively small population of this region, a large proportion (38%) were locally generated ie were made from residents within the Kootenay Country and Rocky Mountain regions. Nearly one in three of the visits was made by a resident of the Southwestern B.C. region.

The appeal of the region as a place for winter recreation probably accounts for the fact that the majority (37%) of the trips took place in the winter season and only 18% occured in the summer. Males outnumber females (56% compared to 44%) and the region attracts a disproportionately large share of young persons (42% are less than 34 years of age). While all income groups are represented, the majority of visitors come from relatively low income households: 65% from households with less than $39,000 in income.

Trips to this region are longer than average: 4.92 nights with 48% of the trips involving stays of four nights or more away from home. Ground transportation is the dominant mode and campers/recreational vehicles are used to a greater extent than any other destination in the province (10%).

Expenditures were second lowest in the Province: visitors stated that they spent an average of $49 per person per day on trips to the Kootenays/Rocky Mountain regions.

High Country

Of the 1.2 million person-trips made to the High Country in 1989, half originated in the populous southwestern region. Twenty-four percent took place in the peak summer months of July and August.

Males tended to outnumber females (53%). While all ages were proportionately represented, the High Country attracted fewer persons in high income households than the regions on the coast. Trips to the region were relatively short (3.68 nights) with 52% involving two nights or less away from home.

Cariboo-Chilcotin

This region captured a 4% share of the resident overnight travel market in 1989 for a total of 625,000 person-trips. Over half of these visitors originated in Southwestern B.C. and 44% were made in the winter months of December through March.

Trip length was longer than average: 4.3 nights with nearly 40% of trips involving 4 nights or more away from home.

The natural resource of the Cariboo-Chilcotin is an important attraction: 34% of the respondents who indicated that this region was their main destination stated that their main purpose was an outdoors or wilderness trip.

North

The region described here as the North comprises two tourism regions: North by Northwest and the Peace River Alaska Highway region. Combined they attract a 9% share of resident trips within British Columbia, equivalent to 1.4 million. Given the size of this region, it is not surprising that 52% of the resident travellers within this area originate within it and, because of its distance from other potential source of travellers, average trip length is relatively long: 5.03 nights.

TABLE 37

VARIATIONS IN RESIDENT TRAVEL PATTERNS BY DESTINATION, part 1

	DESTINATION								
	Victoria	**Van Isle**	**GVRD**	**Other Southwest**	**Okanagan**	**Kootenays/ Rocky Mtn.**	**High Country**	**Cariboo**	**North by NW/Peace River**
Sample Size	472	750	924	547	569	222	328	169	389
Share	0.11	0.17	0.21	0.13	0.13	0.05	0.08	0.04	0.09
Total # of trips made to the region by residents	**1,717,483**	**2,654,292**	**3,278,832**	**2,029,753**	**2,029,753**	**780,764**	**1,249,979**	**624,539**	**1,405,214**
Main Origin %									
Vancouver Island	24%	40%	32%	7%	4%	8%	5%	4%	5%
Southwest	63%	53%	25%	86%	56%	32%	50%	56%	28%
Okanagan	2%	1%	9%	2%	13%	9%	9%	1%	3%
Kootenays	2%	1%	4%	1%	7%	22%	4%	0%	1%
Thompson	4%	2%	12%	2%	10%	6%	16%	13%	3%
Cariboo	1%	1%	6%	1%	4%	4%	9%	14%	8%
North by N.W.	3%	1%	9%	1%	3%	3%	3%	11%	35%
Peace River	0%	0%	2%	1%	2%	1%	1%	1%	17%
Rocky Mtn	2%	0%	2%	0%	2%	16%	4%	1%	0%
Rocky Mtn	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 37, continued part 2 — VARIATIONS IN RESIDENT TRAVEL PATTERNS BY DESTINATION

	DESTINATION								
	Victoria	Van Isle	GVRD	Other Southwest	Okanagan	Kootenays/ Rocky Mtn.	High Country	Cariboo	North by NW/Peace River
MAIN ORIGIN PERSON-TRIPS									
Vancouver Island	407,538	1,068,795	1,039,716	446,777	89,181	63,298	64,739	25,868	75,860
Southwest	1,073,427	1,405,005	805,554	1,744,029	1,130,811	246,159	624,539	347,377	390,136
Okanagan	32,749	28,312	300,721	37,107	256,840	66,814	110,437	7,399	36,124
Kootenays	32,749	35,391	127,744	11,132	131,987	168,794	45,698	0	10,837
High Country	65,497	56,625	186,739	37,107	206,899	49,232	201,833	81,301	46,961
Cariboo	21,832	14,156	184,533	18,554	71,345	28,132	118,023	84,998	115,596
North by N.W.	47,304	31,852	301,658	22,264	60,643	21,099	34,224	46,519	494,895
Peace River	3,639	7,078	49,679	11,132	35,672	7,033	7,616	7,399	242,029
Rocky Mtn.	36,387	7,078	70,930	0	46,374	126,596	45,698	3,699	0
Total	1,717,483	2,654,292	3,278,882	2,029,753	2,029,753	780,674	1,249,879	625,539	1,405,214
SEASON %									
Spring	27	23	19	24	17	14	16	14	17
Summer	13	19	12	15	23	18	24	22	19
Winter	23	33	30	27	33	37	33	49	37
Fall	38	25	39	33	28	31	27	22	28
Total	100	100	100	100	100	100	100	100	100

TABLE 37, continued part 3— VARIATIONS IN RESIDENT TRAVEL PATTERNS BY DESTINATION

	DESTINATION								
	Victoria	Vancouver	[illegible]	[illegible]	Okanagan	Kootenays/Rocky Mtn.	High Country	Cariboo	North by N.W./Peace River
GENDER %									
Male	43%	54%	50%	50%	50%	56%	53%	51%	59%
Female	57%	46%	50%	50%	50%	44%	47%	49%	41%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
AGE %									
18-24	13%	14%	13%	17%	15%	10%	13%	11%	16%
25-34	25%	26%	21%	30%	26%	32%	26%	27%	23%
35-44	21%	26%	22%	22%	20%	19%	24%	20%	21%
45-54	15%	12%	19%	13%	16%	11%	13%	14%	13%
55-64	10%	10%	12%	9%	10%	13%	11%	17%	13%
65+	16%	13%	13%	9%	13%	16%	13%	11%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
INCOME %									
<20	21%	19%	21%	20%	18%	20%	16%	21%	20%
20-39	38%	39%	36%	39%	44%	45%	43%	36%	38%
40-59	24%	24%	25%	24%	23%	25%	27%	29%	28%
60+	17%	18%	18%	19%	14%	10%	14%	14%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 37, continued: part 4 — VARIATIONS IN RESIDENT TRAVEL PATTERNS BY DESTINATION

	DESTINATION								
	Victoria	Vancouver	[illegible]	Other Southwest	Okanagan	Kootenays/ Rocky Mtn.	High Country	Cariboo	Northern by [illegible] Peace River
NIGHTS AWAY FROM HOME									
Average	3.3	3.61	3.66	2.82	3.93	4.92	3.68	4.3	3.92
1 night	26%	18%	24%	22%	17%	16%	22%	15%	20%
2 nights	32%	32%	26%	40%	24%	19%	28%	23%	19%
3 nights	18%	21%	19%	18%	21%	16%	18%	24%	18%
4-10 nights	20%	24%	26%	18%	31%	38%	27%	33%	39%
over 10 nights	4%	5%	4%	2%	6%	10%	5%	6%	10%
Total	100%	100%	99%	99%	99%	99%	100%	101%	99%
TRANSPORTATION									
Own Car	70%	71%	72%	82%	81%	69%	78%	73%	65%
Rental Car	1%	1%	1%	0%	1%	0%	0%	1%	0%
Camper	3%	6%	2%	4%	4%	10%	8%	8%	8%
Bus	6%	3%	7%	4%	5%	7%	5%	4%	5%
Airplane	4%	2%	10%	1%	4%	7%	2%	4%	13%
Cruise Ship	0%	0%	0%	0%	0%	0%	0%	0%	0%
Ferry	13%	10%	5%	3%	0%	0%	0%	0%	2%
Train	1%	1%	1%	1%	0%	0%	1%	1%	1%
Stallboat	1%	4%	0%	3%	0%	0%	0%	0%	3%
Other	2%	3%	1%	2%	4%	6%	5%	6%	5%
Total	101%	101%	99%	100%	99%	99%	99%	99%	101%

TABLE 37, continued part 5 — VARIATIONS IN RESIDENT TRAVEL PATTERNS BY DESTINATION

	DESTINATION								
	Victoria	Vancouver	GVRD	Other Southwest	Okanagan	Kootenays/ Rocky Mtn.	High Country	Cariboo	Northern/ BC/Peace River
MAIN PURPOSE									
VFR	45%	39%	43%	23%	43%	41%	39%	34%	29%
Touring	10%	9%	3%	7%	7%	5%	7%	3%	7%
City	11%	6%	10%	6%	8%	6%	5%	3%	7%
Personal	11%	9%	14%	7%	8%	10%	8%	9%	14%
Outdoors	3%	23%	1%	20%	14%	18%	19%	28%	18%
Wilderness/Adventure	0%	4%	0%	5%	1%	4%	3%	6%	4%
Resort Vacation	0%	1%	0%	6%	2%	2%	2%	3%	2%
Cruise	0%	1%	0%	0%	0%	0%	0%	0%	1%
Visit Theme Park	0%	0%	0%	0%	0%	0%	0%	0%	0%
Special Exhibition	4%	2%	6%	2%	5%	1%	2%	2%	3%
Conference	2%	1%	7%	3%	4%	2%	2%	1%	4%
Corporate Meeting	3%	1%	4%	0%	2%	1%	2%	0%	1%
Other Business	7%	9%	10%	3%	7%	9%	10%	8%	13%
Pleasure/Relax/Leisure Holiday	2%	3%	1%	3%	1%	0%	1%	2%	1%
Education/training	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total	98%	100%	99%	100%	100%	99%	100%	99%	99%
EXPENDITURES									
Average per Party	$391.85	$394.00	$469.76	$448.98	$459.55	$407.27	$366.45	$304.39	$638.86
Average Per Person	$193.77	$153.49	$257.32	$136.69	$185.92	$173.91	$138.50	$147.32	$283.25
Average Per Person-Day	$76.76	$55.36	$91.01	$60.36	$60.77	$49.59	$55.73	$43.61	$80.54

6. OVERNIGHT TRAVEL OUTSIDE BRITISH COLUMBIA

One out of every three trips made by British Columbian adults in 1989 was to a destination outside the province. Residents made a total of 6.742 million person-trips outside B.C. and spent over $3.986 billion while doing so. This expenditure significantly exceeds the amount spent on travel within British Columbia. While those trips which are made for business and personal reasons or those leisure-related trips which are made to warmer, sunnier destinations could not easily be diverted to British Columbia, the magnitude of the expenditure suggests there is a potential market for B.C.-based destinations to capture a larger share.

Destination

Table 38 shows the relative importance of various destinations outside of the Province: neighbouring Washington state captures a 9% share of the B.C. resident travel market as a whole and neighbouring Alberta captures 7%. Efforts made to keep travel within the province should probably be directed to persuading these travellers to stay at home.

TABLE 38

DESTINATION OF OVERNIGHT TRAVEL OUT OF THE PROVINCE

	SPRING	SUMMER	FALL	WINTER	TOTAL
Destination out of B.C.	%	%	%	%	%
Washington	8	9	9	9	9
California	3	1	2	4	3
Alberta	7	8	7	6	7
Other U.S.	8	3	5	8	6
Other Canada	4	5	6	5	5
International	4	2	3	5	4
Sub Total	**34**	**28**	**32**	**37**	**34**

Source

A significant majority of the outbound market originates in the most populated and affluent regions of the province that are also well served with road and air connections to out-of-province destinations. Of the resident trips made to other parts of Canada, 76% originate from Okanagan, Southwestern and Vancouver island combined. In the case of travel to the United States and International destinations this share increases to 91% and 96% respectively.

Trip Length

While trips taken out of the province are much longer than trips within B.C., there does not appear to be much seasonal variation in the length of outbound trips (Table 39). Resident trips taken out of B.C. average 8.63 days in length in 1989.

TABLE 39

LENGTH OF TRIP FOR TRIPS MADE OUTSIDE B.C.

	SPRING	SUMMER	FALL	WINTER	TOTAL
Nights Away from Home	%	%	%	%	%
1 Night	8	5	7	8	7
2 Nights	15	17	14	19	16
3 Nights	14	11	15	10	12
4–10 Nights	37	37	35	32	34
Over 10 Nights	27	29	29	29	28
Average	7.99	8.79	8.82	8.76	8.63

Party-Size

The average size of the travel party was very slightly smaller for out of B.C. trips than in B.C. trips and, as expected, party-size was greater in the summer months when children can leave school and accompany their parents on vacation (Table 40).

TABLE 40

PARTY SIZE FOR TRIPS MADE OUTSIDE B.C.

	SPRING	SUMMER	FALL	WINTER	TOTAL
Party Size	%	%	%	%	%
1	22	19	21	22	21
2	44	43	46	47	46
3	11	10	9	10	10
4	11	13	13	9	11
Over 4 persons	12	14	10	11	11
Average	2.62	2.74	2.54	2.55	2.59

Expenditures

B.C. residents spend significantly more per person per day when they take a trip out of the Province. The average nearly $69 per person per day. This is partly because of the distance involved and the fact that a much larger proportion of outbound trips involve air travel and partly because fewer trips involve visiting friends and relatives (Table 41).

TABLE 41

EXPENDITURES FOR TRIPS MADE OUTSIDE B.C.

	SPRING	SUMMER	FALL	WINTER	TOTAL
Expenditures					
Average per party	$1,695.14	$1,246.48	$1,335.18	$1,734.57	$1,536.9
Average Per Person	$647	$455	$526	$680	$593
Average per Person-Day	$80.98	$51.75	$59.60	$77.65	$68.76

Mode of Transportation

Table 42 shows that residents who travel outside the Province are more likely to use air services than those whose destination is in British Columbia.Nearly 40% went by air and 52% used a car or recreational vehicle.

TABLE 42

MODE OF TRANSPORTATION MADE OUTSIDE B.C.

	SPRING	SUMMER	FALL	WINTER	TOTAL
Mode of Transportation	%	%	%	%	%
Own car	43	54	49	39	45
Rented Car	2	2	1	2	2
Camper	3	10	6	3	5
Bus	4	2	4	6	4
Airplane	45	26	31	46	39
Cruise	2	1	2	2	2
Ferry	0	1	0	0	0
Train	0	1	1	1	1
Sailboat	0	1	1	0	0
Other	1	3	5	1	2
	100	101	100	100	100

Purpose of Trip

Visiting friends and relatives continues to be a dominent purpose—30% of the outbound travellers gave this as their primary reason for leaving the Province. Of the leisure-related, discretionary reasons for travelling, taking a touring or city trip were named most frequently (Table 43).

TABLE 43

MAIN TRIP PURPOSE FOR TRIPS MADE OUTSIDE B.C.

	SPRING	SUMMER	FALL	WINTER	TOTAL
Main Purpose					
VFR	27	36	32	28	30
Touring	5	17	17	17	15
City	21	12	14	10	14
Personal	9	6	7	13	9
Outdoors	3	8	5	3	4
Wilderness	0	1	0	0	0
Resort Vacation	8	2	5	9	7
Cruise	2	1	1	1	1
Visit Theme Park	0	1	1	0	0
Special Exhibition	2	4	5	5	4
Conference	4	3	4	3	4
Corporate Meeting	4	2	1	1	2
Other Business	8	6	6	7	7
Pleasure Relax	5	1	1	2	2
Education	0	0	0	0	0

Trip Satisfaction

The trip aspects that residents found most satisfying on their trips out of British Columbia were visiting friends and relatives, followed by the good service and accommodation and the scenery.

A higher proportion of travellers named poor service and accommodation, however, as being the least satisfying aspect of their trip (Table 45). About 15% identified the length of travel time and 10% identified the cost of their trip as being the least satisfying which suggest that attempts to position British Columbia as an accessible, affordable alternative to some destinations out side B.C. might have an impact.

TABLE 44

MOST SATISFYING ASPECTS OF A TRIP OUT OF B.C.

Sample Size	413
Aspect	
Visit Friends and relatives	24
Scenery/outdoors	12
Resting, relaxing	10
Outdoors Trip	5
Weather	13
Good Service/accommodation	13
City	11
Sightseeing	5
Personal Matters	4
Touring	4
Special Exhibit	3
Conference	3

Source: Trip Diaries completed by residents travelling out of B.C.

TABLE 45	
LEAST SATISFYING ASPECTS OF YOUR TRIP OUT OF B.C.	
Sample Size	382
Aspect	**%**
Weather	20
Road Conditions/traffic	10
Poor Service/accommodation	16
Ferries/line-ups	2
Length of Travel Time	15
Cost/expense	10
Too short	4
Personal matters	7
Environmental Concerns	1
Source: Trip Diaries completed by residents travelling out of B.C.	

Table 46 shows the ratings given to various trip elements. They do not show a significant difference from ratings given to the same elements in British Columbia.

TABLE 46						
RATINGS GIVEN TO VARIOUS ASPECTS OF A TRIP IN B.C.						
ASPECT	**AVERAGE RATING**	**1**	**2**	**3**	**4**	**N/A**
Accommodation	3.5	0	6	28	48	18
Shopping	3.4	2	4	30	49	14
Restaurants	3.36	3	8	37	47	6
Recreation/Entertainment	3.48	1	5	27	42	26
Overall Level of Service	3.5	1	6	32	55	6
Source: Trip Diaries completed by residents travelling out of B.C.						

Trip Planning

A larger portion of out of province trips are planned well in advance of departure. Approximately 36% of the diary respondents indicated that they decided to make their trip out of the province more than two months prior to leaving. This compares to 21% for residents travelling within B.C.

TABLE 47

LENGTH OF TIME FOR TRIP DECISION

TIMING	%
Less than One Week	11
1–4 Weeks	29
1–2 Months	24
More than Two Months	36

Source: Trip Diaries completed by residents travelling out of B.C.

Information Sources

Tables 48 and 49 show the type of information sources used for trips made out of British Columbia.

TABLE 48

INFORMATION SOURCES USED FOR TRIPS MADE OUT OF B.C.

PRIOR TO LEAVING	%
Yes	26
No	74
TYPE OF ADVERTISING	
TV	27
Magazine	21
Newspaper	34
Other	38
No of respondents	119
BEFORE OR AFTER DECISION	
Before	66
After	28

TABLE 49

USEFULNESS OF INFORMATION SOURCES USED FOR TRIPS MADE OUT OF B.C.

SOURCE OF INFORMATION	
Travel Agent	26
Friends and Relatives	29
Magazine Articles	6
Travel Brochures	11
Newspaper Travel Section	5
B.C. Travel Info Centres	5
B.C.Regional Tourism Associations	1
Other Provincial Inf Sources	3
U.S. Federal or State Sources	10
Other General Sources	13
None	36
MOST USEFUL SOURCE	
Travel Agent	28
Friends and relatives	30
Magazine Articles	2
Travel Brochures	5
Newspaper Travel Section	2
B.C. Travel Info Centres	5
Other Provincial Inf Sources	3
US Federal or State Sources	9
Other General Sources	15

7. EXCURSION TRAVEL

B.C. Residents made a total of 32.692 million excursion trips in 1989. These were trips away from the respondent's normal place of residence which involved travel of 50 kilometres or more but which did not involve an overnight stay and which were for pleasure and or personal reasons only. Expenditure on these excursion trips totalled $1.586 billion in 1989.

TABLE 50

VOLUME AND VALUE OF EXCURSION TRAVEL

	IN B.C.	OUT B.C.
Number of Excursion Person-Trips	28 million	4.7 million
Average Expenditure per Person-Day	$46.90	$55.13
Total Excursion Expenditures	$1.3 billion	$259 million

Destination

Because these trips involved travel over relatively short distances, the majority took place in British Columbia. Fourteen percent of the total, equivalent to 4.58 million trips, were to destinations in the United States of which the majority (88%) were generated by residents of the Southwestern B.C. region. Washington State is a prime beneficiary of the excursion travel out of British Columbia capturing a 12% share of the total excursion market. Nearly 48% of the excursion trips made to the States were to Bellingham and Bellis Fair and another 19% were to Seattle/Tacoma. Just 1% of excursion trips were to other parts of Canada and nearly all these were made by residents of the Peace River region. Table 51 shows the origin and destination of excursion trips made by B.C. Residents.

TABLE 51

ORIGIN AND DESTINATION OF EXCURSION TRIPS, 1st of 2 pages

	ORIGIN									
	Van Isle	Southwest BC	Okanagan	Kootenays	Thompson	Cariboo	North by NW	Peace R.	Rocky Mtn	Total
Population	414,640	1,326,715	164,918	55,481	98,283	42,478	129,212	37,161	39,534	2,308,820
Share of Excursion Trips	0.17	0.54	0.05	0.04	0.06	0.03	0.05	0.03	0.03	
TOTAL NUMBER OF TRIPS	5,557,791	17,654,161	1,765,416	1,170,405	1,928,881	948,094	1,765,416	850,015	1,078,865	#######
Main Destination %										
Greater Victoria	23	5	0	0	0	0	0	0	0	6
Other Van Isle	59	3	0	0	1	1	0	0	0	12
Greater Vancouver	14	37	3	1	6	6	2	0	0	23
Other Southwest BC	3	32	1	1	4	1	1	0	0	17
Okanagan-Similkameen	0	1	75	10	33	2	0	2	1	7
Kootenay Country	0	0	3	61	1	0	0	1	3	3
High Country	0	0	13	1	51	27	2	1	2	6
Cariboo-Chilcotin	0	0	0	1	2	41	13	0	1	2
North by N.W.	0	0	0	1	0	19	77	2	1	5
Peace River	0	0	0	0	0	0	3	75	0	2
Rocky Mountain	0	0	0	2	1	1	0	0	67	2
Other Canada	0	0	0	0	1	2	0	18	20	1
United States	1	22	6	21	0	0	0	1	5	14
International	0	0	0	0	0	0	0	0	0	0
Total	100	100	101	99	100	100	98	100	100	100

TABLE 51 cont'd, page 2 of 2—ORIGIN AND DESTINATION OF EXCURSION TRIPS

	ORIGIN									
	Van Isle	Southwest BC	Okanagan	Kootenays	Thompson	Cariboo	North by NW	Peace R.	Rocky Mtn	Total
Main Destination #'s										
Greater Victoria	1,278,292	882,708	0	0	0	0	0	0	0	1,961,573
Other Van Isle	3,279,097	529,625	0	0	19,289	9,481	0	0	0	3,923,147
Greater Vancouver	778,091	6,532,040	52,962	11,704	115,733	56,886	35,308	0	0	7,519,365
Other Southwest BC	166,734	5,649,332	17,654	11,704	77,155	9,481	17,654	0	0	5,557,791
Okanagan-Similkameen	0	176,542	1,324,062	117,041	636,531	18,962	0	17,000	10,789	2,288,502
Kootenay Country	0	0	52,962	713,947	19,289	0	0	8,500	32,366	980,787
High Country	0	0	229,504	11,704	983,729	255,985	35,308	8,500	21,577	1,961,573
Cariboo-Chilcotin	0	0	0	11,704	38,578	388,718	229,504	0	10,789	653,858
North by N.W.	0	0	0	11,704	0	180,138	1,359,370	17,000	10,789	1,634,645
Peace River	0	0	0	0	0	0	52,962	637,511	0	653,858
Rocky Mountain	0	0	0	23,408	19,289	9,481	0	0	722,840	653,858
Other Canada	0	0	0	0	19,289	18,962	0	153,003	215,773	326,929
United States	55,578	3,883,915	105,925	245,785	0	0	0	8,500	53,943	4,577,005
International	0	0	0	0	0	0	0	0	0	0
Total	5,557,791	17,654,161	1,783,070	1,158,701	1,928,881	948,094	1,730,108	850,815	1,078,865	32,692,891

Season

Table 52 shows an interesting seasonal pattern. The majority of excursion trips take place in the winter (37%) and the second most popular season is Fall (30%). Both propensity to make an excursion trip and the average number of trips taken per month are highest in the months of October, November and December as well as the peak travel month of August (Exhibits 12 and 13) This pattern suggests that much of these excursion trips are associated with pre-Christmas shopping trips to major metropolitan centres.

TABLE 52

SEASONAL PATTERN OF EXCURSION TRAVEL

SEASON	%
Spring	20
Summer	14
Fall	30
Winter	36

Expenditures

Excursion travel makes an important contribution to the health of many businesses that service both the day-tripper as well as the overnight tourist. In British Columbia, the excursion travel undertaken by B.C. residents in their own province totals over $1.3 billion in value. Residents spend an additional $259 million on day-trips made outside B.C.—much of it into neighbouring Washington state.

The amount excursionists spend on day trips is positively correlated with household income (Exhibit 16). Young people (aged 18–24) and persons aged between 45 and 54 tend to spend the most. There is also considerable variation in excursion trip expenditures by origin. Residents of regions such as the Rocky Mountain, Kootenays and Peace River spend most per party (Exhibit 15).

Party-Size

Excursion trips made in B.C. tend to be made by smaller parties than trips made outside the province. The average party-size of trips made in B.C. was 2.66 in 1989, compared to a party-size of 2.91 for trips made out of the province.

Average party-size also varies seasonally and, for trips taken within the province, peaks in the summer months of June, July and August when children accompany their parents.

TABLE 53

PURPOSE OF EXCURSION TRIP BY GENDER, AGE AND INCOME

GENDER

	Male	Female
Purpose		
Visiting Friends and Relatives	25	29
Touring	12	12
City Trip	24	26
Personal Matters	18	15
Outdoors/Wilderness	14	9
Other	%	%

AGE

	18-24	25-34	35-44	45-54	55-64	65+
Purpose						
Visiting Friends and Relatives	27	25	24	24	28	37
Touring	10	11	11	12	15	13
City Trip	27	25	25	25	26	22
Personal Matters	13	15	17	21	17	16
Outdoors/Wilderness	17	15	13	10	7	4
Other	6	9	10	8	7	8

HOUSEHOLD INCOME

	< $20,000	$20,000–$40,000	$40,000–$59,000	$60,000 +
Purpose				
Visiting Friends and Relatives	32	28	24	20
Touring	11	11	12	13
City Trip	22	25	26	27
Personal Matters	16	18	17	16
Outdoors/Wilderness	11	11	13	14
Other				

Trip Purpose

Just over a third of all excursion trips were made for reasons outside the influence of marketing efforts: 27% of the day-trips were made to visit friends and relatives and a further 17% were made for personal reasons.

Cities act as a major draw and motivator with excursion travel: 25% of all trips were made for the purpose of visiting a city. Visiting the outdoors and taking a wilderness/adventure trips were reasons cited by 12% of the excursionists and another 12% were sightseeing and touring (Exhibit 16).

Trip purpose shows some considerable variation according to the gender, age and income of the respondent (Table 53). Women, senior citizens and travellers from low income households are more likely to be visiting friends and relatives and less likely to be making an outdoors trip. Young people (18-24) were more likely to be making a city trip or an outdoors trip than the rest of the population. Travellers from high income household appear to make proportionately more city trips and outdoors trips.

Activities

Fifteen percent of all excursion trips, for a total of 4.9 million trips, involved a visit to either a national, provincial or regional park. Of this total, 37% of the respondents stated that th y spent time watching, feeding or photographing wildlife.

Exhibit 12: Propensity to Take Excursion Trips

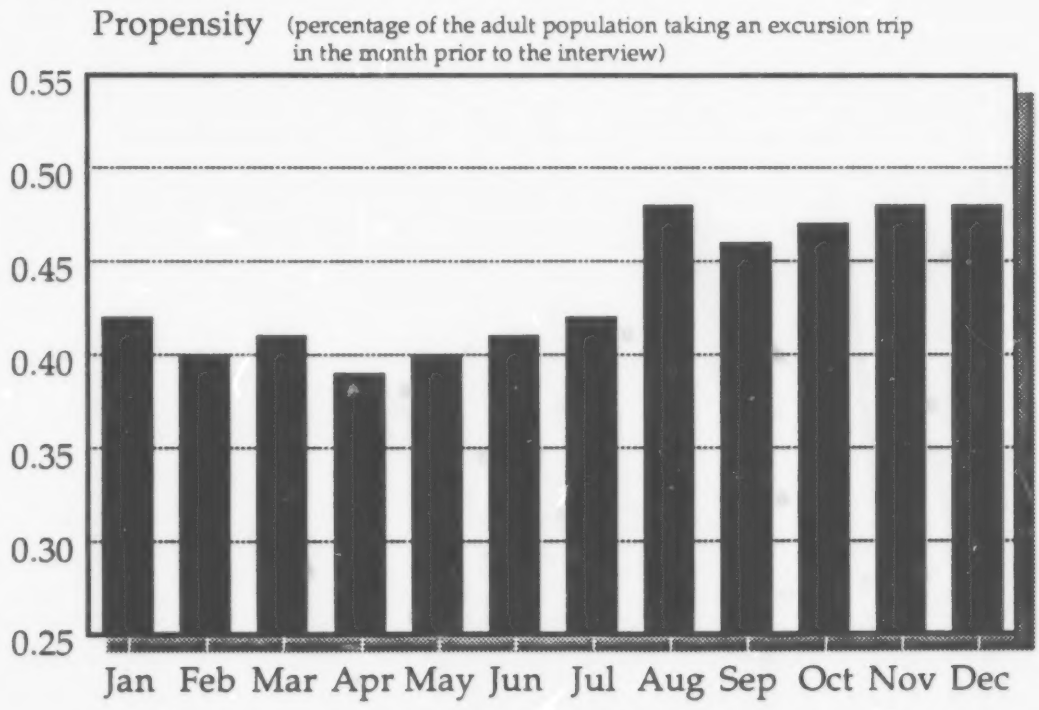


Exhibit 13: Average Number of Excursion Trips per Month

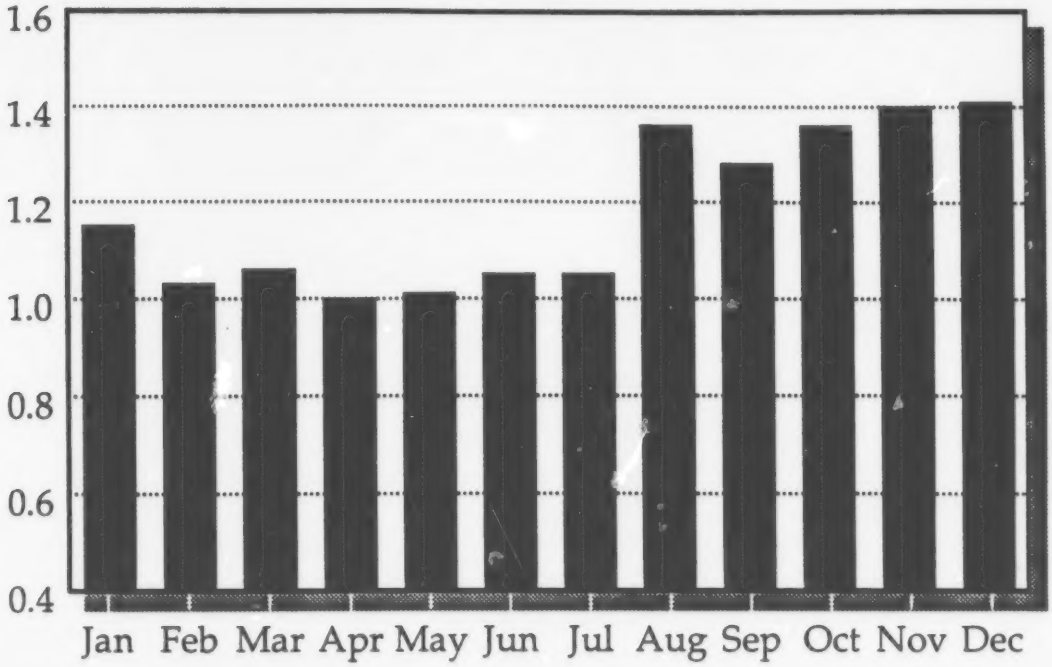


Exhibit 14: Variations in Party-Size for Excursion Trips by Destination

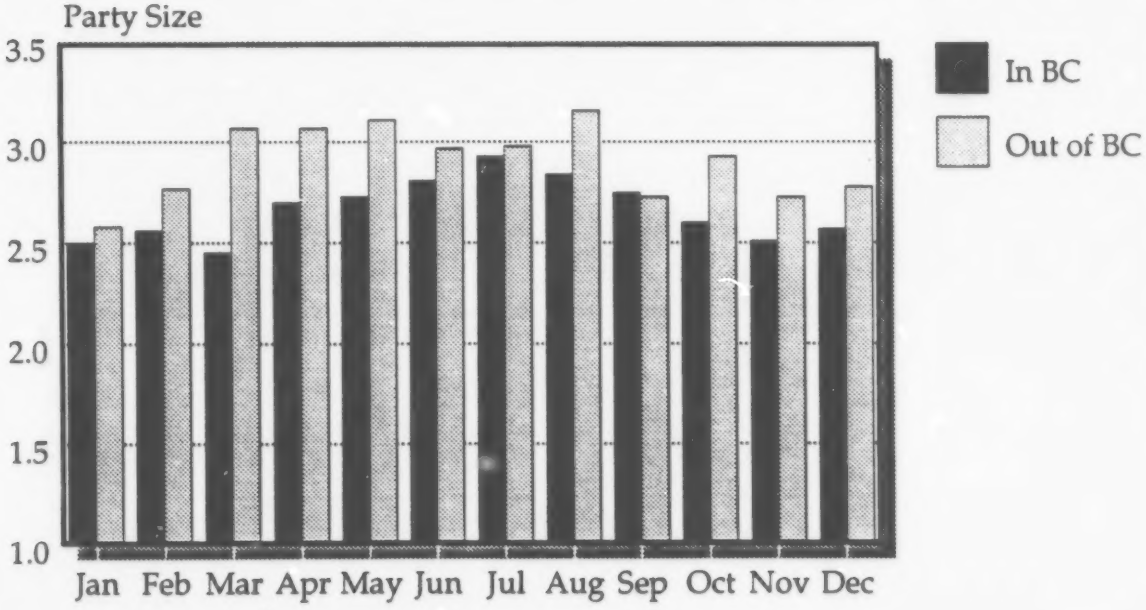


Exhibit 15: Variations in Excursion Expenditure per Party by Origin

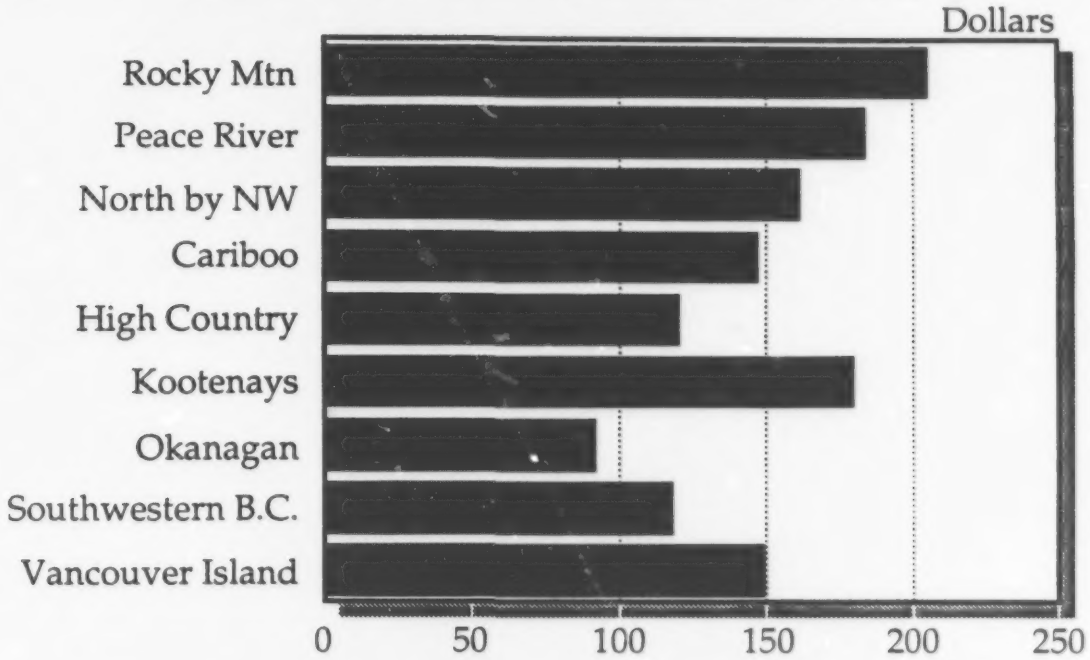
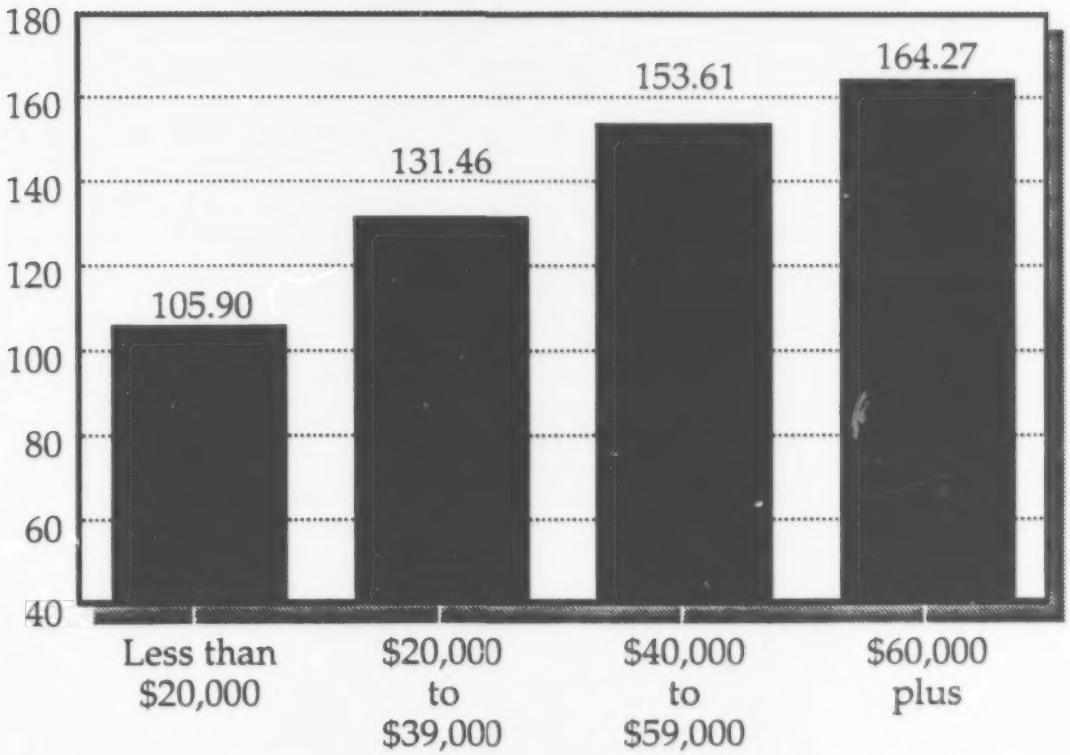


Exhibit 16: Variations in Excursion Party Expenditures by Household Income



APPENDIX A:

SCREENER

QUESTIONNAIRE AND DIARY

MARCH 31
INTERVIEWER RECORD FIRST THREE DIGITS OF TELEPHONE NUMBER:___
RECORD DEVELOPMENT REGION 1 2 3 4 5 6

Good morning/afternoon/evening, my name is_____ calling (long distance) from Marktrend Research. Today/tonight we're conducting a brief survey on behalf of the British Columbia Ministry of Tourism and Provincial Secretary about trips, travel patterns and travel characteristics.
May I speak with the person in your household who had the most recent birthday and is 18 years of age or older?

LOCATE RESPONDENT AND REINTRODUCE YOURSELF IF NECESSARY

Thank you for agreeing to help us with this survey and I also want to assure you of the confidentiality of your responses and the results of this survey.

1a Thinking of the last month, that is_____, have you taken any trips of one night or longer?

Yes	1 Go to 1b
No	2 Go to Q.4a

1b How many of these trips were for business reasons?

None	1 Go to Q.2a
One	2 Go to 1c
___ # of B. trips	3 Go to 1d

1c If one: Was this trip in B.C.?

Yes	1 Go to Q.2a
No	2 Go to Q.2a

1d How many of these trips were within B.C.?
___ # within B.C.

2a How many Personal/Pleasure trips of one night or longer have you taken?

None	1 Go to 3a
One	2 Go to 2b
___ # of P/P trips	3 Go to 2c

2b If One: Was this trip in B.C.?

Yes	1 Go to Q.3a
No	2 Go to Q.3a

2c How many of these trips were within B.C.?

___ # within B.C.

3a What was your MAIN DESTINATION for your MOST RECENT trip of one night or longer?

_____ _____

City Prov./State

3b How many nights were you away from home on this trip? ___ # of nights

3c How many people including yourself went on this trip?

Myself only	1
two	2
three	3
four	4
five	5
six	6
seven or more	7

3d What Main method of transportation did you use on your trip?

Own Automobile	1
Rented Automobile	2
Own Motorhome/Camper	3
Rented M/home/Camper	4
Bus	5
Airplane	6
Cruise Ship	7
Ferry	8
Train	9
Sailboat/power Boat	10
Other	11

3e What was the major purpose of your trip? DO NOT READ

Interviewer record verbatim _____
IF OUTDOOR/WILDERNESS ACTIVITY PROBE: Did this occur in an organized recreation area? Yes: Outdoors No: Wilderness

Visit Friends/Relatives	1
Touring Trip	2
City Trip	3
Personal Matters	4
Outdoors Trip	5
Wilderness/Adventure Trip	6
Resort Vacation	7
Cruise	8
Visit Theme Park	9
Special Exhibition/Event	10
<u>Business Reasons</u>	
Conference/Convention/ Trade Show	11
Corporate Meeting	12
Other Business	13

3f Including transportation costs, approximately how much did you (and your party) spend in total on this trip? $_____Approximate expenditures

4a Now thinking again of the last month, that is _____, how many trips have you taken for personal or pleasure reasons that were completed within one day and involved travelling at least 50 kilometers or more to your main destination? 50km = 30 miles

None Go to Q.5a
____ # of Day trips

4b What was your main destination for your most recent personal or pleasure day trip?

Main destination _____ _____ __
City Prov./State

IF PARK NOT MENTIONED IN 4B ASK:

4c While travelling to ___4c___ did you also visit a National, Provincial, Regional, or Municipal park?

Yes	1
No	2

4d What was the major purpose of your trip? DO NOT READ

Interviewer record verbatim: _____

IF OUTDOOR/WILDERNESS ACTIVITY PROBE: Was this in an organized recreation area? Yes: Outdoors No: Wilderness

Visit Friends/Relatives	1	
Touring Trip	2	
City Trip	3	
Personal Matters	4	
Outdoors Trip	5	Go to 4e
Wilderness/Adventure Trip	6	Go to 4e
Resort Vacation	7	
Cruise	8	
Visit Theme Park	9	
Special Exhibition/Event	10	

4e Then did your trip include any time watching, feeding, studying or photographing wildlife? Do not include hunting.

Yes	1
No	2

4f How many people including yourself went on this trip?

Myself only	1
Two	2
Three	3
Four	4
Five	5
Six	6
Seven or more	7

4g Including transportation costs, approximately how much did you (and your party) spend in total on this day trip? $_____Approximate expenditures

5a Now thinking of the next three months, that is_____, ____ _____, and _____, are you planning on taking any trips for one night or longer?

IF YES: (5b)

5b Approximately how many nights will you be away from home on this trip?
_____ Nights Away R.O.S.

5c Now thinking of the VERY NEXT trip of one night or longer within the next three months, what will be your major destination?

Within B.C.	1
Other Can. Prov.	2
Hawaii	3
California	4
Washington/Oregon	5
Other USA	6
Pacific Rim Country	7
Mexico	8
Caribbean	9
Europe	10
Other	11
DK	13

DEMOGRAPHICS

Now just a few brief questions about yourself for classification purposes.

6 In which of the following age categories may I place you?

18 - 24	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65 or over	6
Refused	7

7 Which of the following categories best describes your total household income?

Under $20,000	1
$20,000 - $39,999	2
$40,000 - $59,999	3
$60,000 or over	4
Refused	

8 Interviewer record gender

Male 1 Female 2

DIARY INVITATION

As a second stage of this study, I would like to send you a short travel diary questionnaire that would be completed during your next planned trip of one night or longer. A postage paid return envelope will also be included for you to return it in. The information you provide will help the Ministry of Tourism better understand B.C. Residents' travel needs.

In appreciation for agreeing to participate in this second stage you will automatically be entered into our draw for one of four 35mm cameras and one of 25 single use cameras or one of 50 subscriptions to Beautiful B.C. Magazine.

9. Would you like to help us by participating in this part of the study?

Yes	1 Go to Q.10a
No	2

If no: Well thank you for the information you have provided for us this evening.

THANK RESPONDENT AND CLOSE INTERVIEW

IF YES, WILL PARTICIPATE:

10a In order to mail the Diary questionnaire to you I am going to ask you a few details about the date of your upcoming trip and some appropriate mailing information.

If you have any concerns about giving this information to me, I would like to provide you with the numbers of the Ministry of Tourism that you can call for verification. In Vancouver you can call 660-2861 or a toll free number 1-800-663-6000. You may also call the President of Marktrend, Mr. Richard Basford at 731-8281.

** (Do not ask if the respondent did not give the month of departure.) You said you were leaving in the month of_____ (from Q.5d)

When would be the most appropriate date for you to receive it?

_____

Month Day

** If respondent is reluctant to give date: suggest that you will mail it out within the next few days and they can fill it out whenever they take their next overnight trip.

11 For mailing purposes may I have your first and last name and your mailing address please.

Salutation_____ First Name _____

Last Name_____

Street No._____Apt.#_____

City/Town_____

Province_____ PC_____Diary No._____

Do not ask.
Interviewer: record telephone number_____

APPENDIX B:

SPREADSHEETS

FOR CALCULATION OF

VOLUMES AND REVENUES

	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec
Population	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820
Sample	1006	1347	1282	1009	901	1098	1001	1409	1463	1325	1350	1635
Propensity	0.44	0.36	0.43	0.39	0.43	0.46	0.57	0.60	0.49	0.41	0.39	0.46
Travellers	1,015,881	831,175	992,793	900,440	992,793	1,062,057	1,316,027	1,385,292	1,131,322	946,616	900,440	1,062,057
Averages												
Total Overnight Trips	1.84	1.77	1.76	1.67	1.80	1.91	1.85	1.94	1.75	1.74	1.74	1.76
Business Trip Average	0.63	0.51	0.39	0.46	0.49	0.50	0.27	0.26	0.36	0.48	0.47	0.39
Pleasure Trips	1.21	1.30	1.61	1.28	1.31	1.44	1.59	1.67	1.40	1.26	1.27	1.38
In B.C. Trips	1.25	1.22	1.22	1.17	1.24	1.38	1.38	1.35	1.23	1.23	1.13	1.20
Out B.C. Trips	0.58	0.54	0.53	0.50	0.57	0.53	0.49	0.59	0.53	0.51	0.59	0.56
Adjustment Factor	**2.00%**	**1.00%**	**1.00%**	**0.00%**	**1.00%**	**1.00%**	**1.00%**	**2.00%**	**1.00%**	**1.00%**	**1.00%**	**0.00%**
Total Overnight Trips	**1,831,836**	**1,456,468**	**1,729,842**	**1,503,734**	**1,769,156**	**2,008,244**	**2,410,304**	**2,633,717**	**1,960,015**	**1,630,641**	**1,551,098**	**1,869,221**
Total Business	627,205	419,660	383,317	414,202	481,604	525,718	351,774	352,972	403,203	449,832	418,975	414,202
Total Pleasure	1,204,631	1,069,722	1,582,412	1,152,563	1,287,553	1,514,069	2,071,559	2,267,169	1,568,012	1,180,809	1,132,123	1,465,639
Total In B.C. Trips	1,244,454	1,003,893	1,199,095	1,053,515	1,218,752	1,450,983	1,797,957	1,832,741	1,377,611	1,152,695	1,007,322	1,274,469
Total Out B.C. Trips	577,427	444,346	520,918	450,220	560,233	557,261	638,405	800,976	593,605	477,947	525,947	594,752
Excursion Travel												
Propensity	0.42	0.40	0.41	0.39	0.40	0.41	0.42	0.48	0.46	0.47	0.48	0.48
Average	1.15	1.03	1.06	1.00	1.01	1.05	1.05	1.36	1.28	1.36	1.40	1.41
Total Excursion trips	**2,655,143**	**2,378,085**	**2,447,349**	**2,308,826**	**2,331,908**	**2,424,261**	**2,424,261**	**3,139,995**	**2,055,298**	**3,139,995**	**3,232,348**	**3,255,436**
Proportion in B.C	0.84	0.85	0.88	0.82	0.82	0.87	0.83	0.90	0.87	0.88	0.87	0.84
Excursion Trips in B.C.	**2,230,320**	**2,021,372**	**2,153,667**	**1,893,232**	**1,912,165**	**2,109,107**	**2,012,137**	**2,825,996**	**2,571,102**	**2,763,196**	**2,812,143**	**2,734,566**
Excursion Trips out of B	**424,823**	**356,713**	**293,682**	**415,588**	**419,743**	**315,154**	**412,124**	**314,000**	**384,188**	**376,799**	**420,205**	**520,870**
Overnight Expenditures												
Per Party in B.C.	$461.73	418.20	521.50	413.05	463.73	472.29	448.36	496.50	429.98	417.42	373.67	375.25
Party-Size in B.C.	2.42	2.61	2.67	2.52	2.80	2.85	2.98	3.03	2.72	2.26	2.13	2.44
Per Person Per Trip in B.C.	$190.80	$160.23	$195.32	$163.91	$165.62	$165.72	$150.46	$163.86	$158.08	$184.70	$175.43	$153.79
Length of Trip in B.C.	3.05	2.91	3.43	3.08	3.05	3.33	4.62	4.87	4.16	3.79	2.71	4.02
Per Person Per Day in B.C.	$62.56	$55.06	$56.94	$53.22	$54.30	$49.76	$32.57	$33.65	$38.00	$48.73	$64.74	$38.26
Per Party Out of B.C.	$1,822.54	2486.12	1856.33	1622.96	1557.25	1292.20	1196.21	1213.06	1467.00	1330.18	1472.30	1425.53
Party-Size Out of B.C.	2.54	2.54	2.57	2.35	2.92	2.69	2.79	2.65	2.49	2.46	2.57	2.54
Per Person Per Trip Out of B.	$717.54	$978.79	$722.31	$690.62	$533.30	$480.37	$428.75	$457.76	$589.16	$540.72	$572.88	$561.23
Length of Trip Out of B.C.	9.29	10.25	9.17	7.18	7.24	8.53	9.06	9.28	8.88	8.14	7.38	8.61
Per Person per Day out of B.C	$77.24	$95.49	$78.77	$96.19	$73.66	$56.32	$47.32	$49.33	$66.35	$66.43	$77.63	$65.18
Excursion Expenditures												
Per Party in B.C.	$129.75	$149.25	$122.08	$104.43	$112.43	$101.50	$93.98	$109.37	$152.39	$120.82	$126.73	$165.80
Party-Size	2.5	2.56	2.45	2.70	2.73	2.81	2.93	2.84	2.75	2.60	2.51	2.57
Per Person in B.C.	$51.90	$58.30	$49.83	$38.68	$41.18	$36.12	$32.08	$38.51	$55.41	$46.47	$50.49	$64.51
Per Party Out of B.C.	$147.61	$120.93	$171.16	$134.66	$98.05	$158.55	$102.34	$142.58	$354.19	$215.91	$119.51	$137.71
Party-size	2.58	2.77	3.07	3.07	3.11	2.97	2.98	3.16	2.73	2.93	2.73	2.78
Per Person Out of B.C.	$57.21	$43.66	$55.75	$43.86	$31.53	$53.38	$34.34	$45.12	$129.74	$73.69	$43.78	$49.54

Person-Trips	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec
Type of Trip												
Overnight in B.C.	1,244,454	1,003,893	1,199,095	1,053,515	1,218,752	1,450,983	1,797,957	1,832,741	1,377,611	1,152,695	1,007,322	1,274,469
Excursion in B.C.	2,230,320	2,021,372	2,153,667	1,893,232	1,912,165	2,109,107	2,012,137	2,825,996	2,571,102	2,763,196	2,812,143	2,734,566
Total Travel in B.C.	3,474,774	3,025,265	3,352,762	2,946,747	3,130,917	3,560,090	3,810,093	4,658,737	3,948,713	3,915,890	3,819,465	4,009,035
Overnight out of B.C.	577,427	444,346	520,918	450,220	560,233	557,261	638,405	800,976	593,605	477,947	525,947	594,752
Excursion Out of B.C.	424,823	356,713	293,682	415,588	419,743	315,154	412,124	314,000	384,188	376,799	420,205	520,870
Total Travel Out of B.C.	1,002,250	801,059	814,600	865,808	979,976	872,415	1,050,529	1,114,975	977,792	854,746	946,152	1,115,622
All Overnight Travel	1,821,881	1,448,240	1,720,013	1,503,734	1,778,985	2,008,244	2,436,362	2,633,717	1,971,215	1,630,641	1,533,269	1,869,221
All Excursion Travel	2,655,143	2,378,085	2,447,349	2,308,820	2,331,908	2,424,261	2,424,261	3,139,995	2,955,290	3,139,995	3,232,348	3,255,436
Total travel by Residents	4,477,024	3,826,324	4,167,362	3,812,554	4,110,893	4,432,505	4,860,623	5,773,712	4,926,505	4,770,636	4,765,617	5,124,657
Revenue												
Overnight in B.C.	$237,438,734	$160,853,725	$234,205,240	$172,680,235	$201,847,127	$240,450,718	$270,514,039	$300,315,532	$217,773,892	$212,901,663	$176,716,436	$196,001,786
Excursion in B.C.	$115,753,614	$117,847,562	$107,314,165	$73,226,022	$78,748,967	$76,183,049	$64,539,454	$108,830,686	$142,476,446	$128,403,582	$141,985,200	$176,416,774
Total Travel in B.C.	$353,192,348	$278,701,287	$341,519,405	$245,906,257	$280,596,094	$316,633,767	$335,053,493	$409,146,218	$360,250,338	$341,305,245	$318,701,636	$372,418,560
Overnight out of B.C.	$414,324,079	$434,920,523	$376,263,123	$310,931,442	$298,774,873	$267,692,639	$273,715,525	$366,653,489	$349,726,053	$258,436,952	$301,304,125	$333,794,041
Excursion Out of B.C.	$24,305,467	$15,573,020	$16,373,484	$18,228,999	$13,233,392	$16,824,126	$14,153,291	$14,167,738	$49,844,477	$27,766,131	$18,995,139	$25,801,791
Total Travel Out of B.C.	$438,629,546	$450,493,543	$392,636,606	$329,160,441	$312,008,264	$284,516,765	$287,868,817	$380,821,227	$399,570,531	$286,203,083	$319,699,264	$359,595,832
All Overnight Travel	$651,762,813	$595,774,248	$610,468,363	$483,611,677	$500,622,000	$508,143,357	$544,229,564	$666,969,021	$567,499,945	$471,338,614	$478,020,563	$529,795,827
All Excursion Travel	$140,059,081	$133,420,582	$123,687,648	$91,455,021	$91,982,359	$93,007,175	$78,692,745	$122,998,424	$192,320,923	$156,169,713	$160,980,339	$202,218,566
Total travel by Residents	$791,821,894	$729,194,830	$734,156,011	$575,066,698	$592,604,358	$601,150,532	$622,922,310	$789,967,445	$759,820,869	$627,508,327	$638,400,902	$732,014,392

	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec	TOTAL
Population	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	2,308,820	
Sample	1006	1347	1282	1009	901	1098	1001	1409	1463	1325	1350	1635	
Propensity	0.44	0.36	0.43	0.39	0.43	0.48	0.57	0.60	0.49	0.41	0.39	0.46	
Travellers	1,015,881	831,175	992,793	900,440	992,793	1,062,057	1,316,027	1,385,292	1,131,322	946,816	900,440	1,062,057	
Averages													
Total Overnight Trips	1.84	1.77	1.76	1.67	1.80	1.91	1.85	1.94	1.75	1.74	1.74	1.76	
Business Trip Average	0.63	0.51	0.39	0.46	0.49	0.50	0.27	0.26	0.36	0.48	0.47	0.39	
Pleasure Trips	1.21	1.30	1.61	1.28	1.31	1.44	1.59	1.67	1.40	1.26	1.27	1.38	
In B.C. Trips	1.25	1.22	1.22	1.17	1.24	1.38	1.38	1.35	1.23	1.23	1.13	1.20	
Out B.C. Trips	0.58	0.54	0.53	0.50	0.57	0.53	0.49	0.59	0.53	0.51	0.59	0.56	
Adjustment Factor	2.00%	1.00%	1.00%	0.00%	1.00%	1.00%	1.00%	2.00%	1.00%	1.00%	1.00%	0.00%	
Total Overnight Trips	1,831,836	1,456,468	1,729,842	1,503,734	1,769,156	2,008,244	2,410,304	2,633,717	1,960,815	1,630,641	1,551,098	1,869,221	22,354,277
Total Business	627,205	419,860	383,317	414,202	481,604	525,718	351,774	352,972	403,203	449,832	418,975	414,202	5,242,865
Total Pleasure	1,204,631	1,089,722	1,582,412	1,152,563	1,287,553	1,514,069	2,071,559	2,267,169	1,568,012	1,180,809	1,132,123	1,465,639	17,466,261
Total In B.C. Trips	1,244,454	1,003,893	1,199,095	1,053,515	1,218,752	1,450,983	1,797,957	1,832,741	1,377,611	1,152,695	1,007,322	1,274,469	15,613,489
Total Out B.C. Trips	577,427	444,346	520,918	450,220	580,233	557,261	638,405	800,976	593,605	477,947	525,947	594,752	6,742,936
Excursion Travel													
Propensity	0.42	0.40	0.41	0.39	0.40	0.41	0.42	0.48	0.46	0.47	0.48	0.48	
Average	1.15	1.03	1.06	1.00	1.01	1.05	1.05	1.36	1.26	1.36	1.40	1.41	
Total Excursion trips	2,695,143	2,376,089	2,447,349	2,308,820	2,331,808	2,424,261	2,424,261	3,139,995	2,955,290	3,139,995	3,232,348	3,259,436	32,692,991
Proportion in B.C.	0.84	0.85	0.88	0.82	0.82	0.87	0.83	0.90	0.87	0.88	0.87	0.84	
Excursion Trips in B.C.	2,230,329	2,021,272	2,153,667	1,893,232	1,912,165	2,109,107	2,012,137	2,825,996	2,571,102	2,763,196	2,813,143	2,734,566	28,039,003
Excursion Trips out of B.	464,823	356,713	293,682	415,588	419,743	315,154	412,124	314,000	384,188	376,798	420,205	520,870	4,653,888
Overnight Expenditures													
Per Party in B.C.	$461.73	418.20	521.50	413.05	463.73	472.29	448.36	496.50	429.98	417.42	373.67	375.25	$440.97
Party-Size in B.C.	2.42	2.61	2.67	2.52	2.80	2.85	2.98	3.03	2.72	2.26	2.13	2.44	2.62
Per Person Per Trip in B.C.	$190.80	$160.23	$195.32	$163.91	$165.62	$165.72	$150.46	$163.86	$158.08	$184.70	$175.43	$153.79	$168.99
Length of Trip in B.C.	3.05	2.91	3.43	3.08	3.05	3.33	4.02	4.87	4.16	3.79	2.71	4.02	3.59
Per Person Per Day in B.C.	$62.56	$55.06	$56.94	$53.22	$54.30	$49.76	$32.57	$33.65	$38.00	$48.73	$64.74	$38.26	$48.98
Per Party Out of B.C.	$1,822.54	2486.12	1856.33	1622.96	1557.25	1292.20	1196.21	1213.06	1467.00	1339.18	1472.30	1425.53	$1,561.81
Party-Size Out of B.C.	2.54	2.54	2.57	2.35	2.92	2.69	2.79	2.65	2.49	2.46	2.57	2.54	2.59
Per Person Per Trip Out of B.C.	$717.54	$978.79	$722.31	$690.62	$533.30	$480.37	$428.75	$457.76	$589.16	$540.72	$572.88	$561.23	$602.12
Length of Trip Out of B.C.	9.29	10.25	9.17	7.18	7.24	8.53	9.06	9.29	8.86	8.14	7.38	8.61	8.56
Per Person per Day out of B.C.	$77.24	$95.49	$78.77	$96.19	$73.66	$56.32	$47.32	$49.33	$66.35	$66.43	$77.63	$65.18	$70.82
Excursion Expenditures													
Per Party in B.C.	$129.75	$149.25	$122.08	$104.43	$112.43	$101.50	$93.98	$109.37	$152.38	$120.82	$126.73	$195.80	$124.04
Party-Size	2.5	2.56	2.45	2.70	2.73	2.81	2.93	2.84	2.75	2.60	2.51	2.57	2.66
Per Person in B.C.	$51.90	$58.30	$49.83	$38.68	$41.18	$36.12	$32.08	$38.51	$55.41	$46.47	$50.49	$64.51	$46.96
Per Party Out of B.C.	$147.61	$120.93	$171.16	$134.66	$98.05	$158.55	$102.34	$142.58	$354.19	$215.91	$119.51	$137.71	$158.60
Party-size	2.58	2.77	3.07	3.07	3.11	2.97	2.96	3.16	2.73	2.93	2.73	2.78	2.91
Per Person Out of B.C.	$57.21	$43.66	$55.75	$43.86	$31.53	$53.38	$34.34	$45.12	$129.74	$73.69	$43.78	$49.54	$55.13

SUMMARY for Month													
Type of Trip	Person-Trips												
Overnight in B.C.	1,244,454	1,003,893	1,199,095	1,053,515	1,218,752	1,450,983	1,797,957	1,832,741	1,377,611	1,152,695	1,007,322	1,274,469	15,613,485
Excursion in B.C.	2,230,320	2,021,372	2,153,667	1,893,232	1,912,165	2,109,107	2,012,137	2,825,996	2,571,102	2,763,198	2,812,143	2,734,566	28,039,003
Total Travel in B.C.	3,474,774	3,025,265	3,352,762	2,946,747	3,130,917	3,560,090	3,810,093	4,658,737	3,948,713	3,915,893	3,819,465	4,009,035	43,652,488
Overnight out of B.C.	577,427	444,346	520,918	450,220	560,233	557,261	638,405	800,976	593,605	477,947	525,947	594,752	6,742,036
Excursion Out of B.C.	424,823	356,713	293,682	415,588	419,743	315,154	412,124	314,000	384,188	376,799	420,205	520,870	4,653,886
Total Travel Out of B.C.	1,002,250	801,059	814,600	865,808	979,976	872,415	1,050,529	1,114,975	977,792	854,746	946,152	1,115,622	11,395,925
All Overnight Travel	1,821,881	1,448,240	1,720,013	1,503,734	1,778,985	2,008,244	2,436,362	2,633,717	1,971,215	1,630,641	1,533,269	1,869,221	22,355,521
All Excursion Travel	2,655,143	2,378,085	2,447,349	2,308,820	2,331,908	2,424,261	2,424,261	3,139,995	2,955,290	3,139,995	3,232,348	3,255,436	32,692,891
Total travel by Residents	4,477,024	3,828,324	4,167,362	3,812,554	4,110,893	4,432,505	4,860,623	5,773,712	4,926,505	4,770,636	4,765,617	5,124,657	55,048,413
Type of Trip	Revenue												
Overnight in B.C.	$237,436,734	$180,853,725	$234,205,240	$172,680,235	$201,847,127	$240,450,718	$270,514,039	$300,315,532	$217,773,892	$212,901,663	$176,716,436	$196,001,788	$2,621,899,130
Excursion in B.C.	$115,753,614	$117,847,562	$107,314,165	$73,226,022	$78,748,967	$76,183,049	$64,539,454	$108,830,686	$142,476,446	$128,403,562	$141,985,200	$178,416,774	$1,331,725,521
Total Travel in B.C.	$353,192,348	$278,701,287	$341,519,405	$245,906,257	$280,596,094	$316,633,767	$335,053,493	$409,146,218	$360,250,338	$341,305,245	$318,701,636	$372,418,560	$3,953,424,651
Overnight out of B.C.	$414,324,079	$434,920,523	$376,263,123	$310,931,442	$298,774,873	$287,692,639	$273,715,525	$366,653,489	$349,726,053	$258,436,952	$301,304,125	$333,794,041	$3,986,536,864
Excursion Out of B.C.	$24,305,467	$15,573,020	$16,373,484	$18,228,999	$13,233,392	$16,824,126	$14,153,291	$14,167,738	$49,844,477	$27,766,131	$18,395,139	$25,801,791	$254,667,055
Total Travel Out of B.C.	$438,629,546	$450,493,543	$392,636,606	$329,160,441	$312,008,264	$304,516,765	$287,868,817	$380,821,227	$399,570,531	$286,203,083	$319,699,264	$359,595,832	$4,241,203,918
All Overnight Travel	$651,760,813	$595,774,248	$610,468,363	$483,611,677	$500,622,000	$508,143,357	$544,229,564	$666,969,021	$567,499,945	$471,338,614	$478,020,563	$529,795,827	$6,608,235,993
All Excursion Travel	$140,059,081	$133,420,582	$123,687,648	$91,455,021	$91,982,359	$93,007,175	$78,692,745	$122,998,424	$192,320,923	$156,169,713	$160,380,339	$202,218,566	$1,586,392,576
Total travel by Residents	$791,821,894	$729,194,830	$734,156,011	$575,066,698	$592,604,358	$601,150,532	$622,922,310	$789,967,445	$759,820,869	$627,508,327	$638,400,902	$732,014,392	$8,194,628,569
Balance of Travel	($85,437,198)	($171,792,256)	($51,117,201)	($83,254,184)	($31,412,170)	$32,117,002	$47,184,677	$26,324,991	($39,320,192)	$55,102,182	($997,626)	$12,822,726	($287,779,267)

REVISED														
TOTAL IN B.C. TRIPS c22	1,244,454	1,003,893	1,199,095	1,053,515	1,218,752	1,450,983	1,797,957	1,832,741	1,377,611	1,152,695	1,007,322	1,274,469	15,613,487
In B.C. Revenue C72	$237,438,734	$190,853,725	$234,205,240	$172,680,235	$201,847,127	$240,450,718	$270,514,039	$300,315,532	$217,773,892	$212,901,663	$176,616,438	$199,001,786	$2,621,599,129
Length of B.C. trip c37	3.05	2.91	3.43	3.08	3.05	3.33	4.62	4.87	4.16	3.79	2.71	4.02	3.70
Calc. Person-nights (c90 *c88)	3,795,585	2,921,329	4,112,896	3,244,826	3,717,194	4,831,773	8,305,541	8,925,449	5,730,862	4,368,714	2,729,843	5,123,365	57,889,386
Expenditure per person-night	$62.56	$55.06	$56.94	$53.22	$54.30	$49.76	$32.57	$33.65	$38.00	$48.73	$64.70	$38.26	$48.35
c 38	$62.56	$55.06	$56.94	$53.22	$54.30	$49.76	$32.57	$33.65	$38.00	$48.73	$64.74	$38.26	
TOTAL OUT B.C. TRIPS c23	577427	444346	520918	450,220	580233	557261	638405	800976	593605	477947	525947	594752	6,762,037
OUT B.C. Revenue C78	414324079	434920523	376263123	310,931,442	298774873	267692639	273715525	366653489	349726053	258436952	301304125	333794041	3,886,536,864
Length of B.C. trip c43	9.29	10.25	9.17	7	7.24	8.53	9.06	9.29	8.88	8.14	7.38	8.61	8.62
Calc. Person-nights (c96 *c98)	5364296.83	4554546.5	4776818.06	3232579.6	4056086.92	4753436.33	5783949.3	7433057.28	5271212.4	3890488.58	3881488.86	5120814.72	58,118,779
Expenditure per person-night	$77.24	$95.49	$78.77	$96.19	$73.66	$58.32	$47.32	$49.33	$66.35	$86.43	$77.63	$65.18	$68.59

APPENDIX C:

DISCUSSION OF METHODOLOGICAL ISUES

Appendix C
Discussion of Methodological Issues

Until the B.C. Resident Survey was undertaken, the primary source of data concerning resident travel to and within British Columbia by residents was the Canadian Travel Survey undertaken by Statistics Canada every two years. Since the results generated by the B.C. Resident Survey are substantially larger than those generated by the federal survey, this appendix highlights differences in methodology between the two surveys that may contribute to differences in results. The actual impact of any and all of these differences in methodology is currently not known, but the following information addresses to the best of our ability the likely direction of the differences.

1. Definitions of an Eligible trip

The B.C. Resident Travel Survey uses a 50 kilometre criterion to define an eligible trip while the CTS uses 80 kilometres. As well, the B.C. Survey specifies no specific exclusions, the CTS excludes trips commuting to work or school, moving to a new residence, as a member of an operating crew of a bus, plane, truck, etc. Such differences between the two surveys in what constitutes an eligible trip would likely result in more trips being reported in the Resident Survey.

Data was gathered in the B.C. Study on travel by excursionists. While this data has been gathered as part of the CTS, it has been felt that it is too unreliable to make use of. Due to a similar problem (see Section 3) with recall, excursion travel results should be viewed with caution.

In addition, the impact of excursion travel has been downplayed within this report due to difficulty in defining excursion travel as being part of the "tourism" industry. While this data is reported within Provincial Statistics, it is excluded from the calculation of "tourism revenues" (see 1990 Highlights).

2. Questionnaire Design

In the B.C. Survey, estimates of person-trips are based primarily on the first question of the screener:

"Thinking of the last month, that is _____ have you taken any trips of one night or longer?"

Unlike the CTS survey, this question uses an unbounded reference period which may lead to some overstatement of trips. By not specifically referring to trips either beginning or ending in the reference month, respondents would likely report both kinds of trips. In addition, some respondents might construe "thinking of the last month" as "since the last month" and thus report trips

extending from the last month to the time of the telephone interview. An adjustment was made for each month for trips spanning a month end as described in the Methodology.

The B.C. Survey did not ask for trip details on each trip the respondent took in the previous month. Trip information was requested on the last trip undertaken and this information was assumed to apply to all trips undertaken by that individual during the month. Thus the average propensity to travel by B.C. Residents was approximately 1.8 trips in the previous month.

Other factors may have resulted in an overestimate of revenue. The B.C. Survey did not ask how many of the trips involved persons from other households. It is possible that those trips that involved persons from several households may have been counted more than once. On the other hand, it is also likely that the respondent's estimate of total party expenditure in such situations is inaccurate and an underestimate. In many cases, independent adults from different households are not likely to be either fully aware of or to be able to recall what all members of the party spent in total.

3. Recall Period

The CTS survey, because it utilizes the Labour Force Survey as a base, collects information on travel within the past three months by individuals. Information is collected for each of theses trips. This results in a degree of underestimation of the number of trips taken particularly the shorter, less memorable trips and possibly those of the frequent traveller. While the degree of this under-representation has not been established, it has been identified in other studies. While more work needs to be done on this issue, the B.C. Study was an attempt to reduce this problem. The difference in recall period is probably the most significant in explaining differences between the CTS and the B.C. Study. Academic research indicates as well that "self-report data used to document the economic impacts of travel are extremely unreliable" due to recall problems. The attempt to utilize travel diaries (as in Visitor '89) to gather expenditure information was an attempt to compensate for the time delay/recall issue, but the response rate on the diaries was not felt sufficiently high to utilize for estimates.

Research on other surveys has also identified a phenomenon known as telescoping which involves reporting trips which occurred prior to the reference period. It is possible that memorable trips, for example, that ended quite a bit earlier than the previous month could have been included in the respondents estimate. The extent of telescoping is impossible to determine; it is acknowledged that it may have resulted in the overestimation of trips. Telescoping applies to all surveys regardless of the recall period.

In addition, the travel party could contain individuals from outside of British Columbia, resulting in some "double counting" with Visitor '89 data. The extent of this is not known, but the impact is expected to be very small.

4. Sample Bias

Approximately 98% of the population is covered in the CTS which uses the Labour Force Survey, Canada's largest continuing household survey as a sampling frame. Excluded are residents of Indian Reserves, full-time members of the armed forces and inmates of institutions. Although the B.C. Survey is province-wide, the sample is confined to households with listed numbers only. Although households not having phones account for less than 2% of the population, about 10% of households with phones are unlisted. Further, households with unlisted numbers are not evenly spread throughout the province. If the travel patterns of such households differ from the rest of the population, some bias will have been imparted to the travel statistics. The direction such a bias might have is impossible to assess.

In the B.C. Survey, the number of individuals aged 18 and over within households were not recorded and therefore adjustments could not be made to the sample to ensure that it represented all households. Since persons from larger households tend to have a smaller probability of selection, the sample would tend to over represent persons from smaller households. Person from smaller households could be taking more trips on the average than persons from larger households (families with children). The ages of persons who are more likely to take trips would be distorted as well since household composition is closely related to household size.

Since the question on party-size includes persons from different households who went on a trip, one person-trips have a smaller probability of selection than multi-person trips where members are from different households. This stems from the fact that persons from different households all have a probability of selection in a household-based survey.

5. Weighting

The B.C. Survey was originally designed on the premise of utilizing B.C.'s economic zones as the basis for sampling and reporting and the sample was drawn on this basis. During the course of the study, Ministry policy changed and the data was recoded to reflect Regional Tourism Association boundaries which in some cases are significantly different from those of economic zones. While this significantly delayed analysis and reporting, it also meant that, for some regions, data had to be combined in order to obtain sufficient sample. Once data was recoded, based upon respondent origins and trip destination, it was weighted

to age and gender characteristics of each Regional Tourism Association area population. Population data was obtained from the Central Statistics Division.

This weighting partially addresses some of the sample bias issues discussed in Point 4. Trip volumes were calculated based upon the propensity and number of trips for each month and each region based on the average population for the region for the year. Thus, while the data does not reflect household travel as does the CTS, it is representative of travel by adults.

In addition, the reported party size includes children travelling in the party, but data was weighted only to the adult population rather than the total population of each region. This would tend to underestimate the number of persons travelling.

Conclusions

In light of the very different methodologies used in the CTS and B.C. Resident Travel Surveys, estimates generated from each source cannot be readily compared with one another. This discussion of the methodological difficulties and complexities demonstrates that likely no single survey can pinpoint with accuracy all the aspects of domestic travel behaviour. The development of studies which fully address all known methodological issues are likely beyond the ability of current funding sources. This requires making "trade-offs" between cost, precision of information and the quantity of information available from the survey process. It should be recognized that the issues described relate to all provinces and are not solely related to the B.C. Study. Work is underway at the national level to address these issues and attempt to develop better, more cost-effective methodologies. Despite the limitations described here, the consultants and the Ministry of Development, Trade and Tourism are confident that the results of the B.C. Resident Survey have produced data of sufficient reliability at the provincial and regional level to support the development of marketing strategies for which this survey was intended.